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SCHOOL OF
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SUNY FIT

PROJECT : OVER/LOAD

/LOAD

LOCATION :

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DESIGNED BY :

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DRAWING NAME :

SYMBOL LIST

DRAWING NO :

EX.00.01

GENERAL NOTES

PROJECT OVERVIEW

This technical documentation package contains comprehensive design specifications, material requirements, and installation guidelines for OVER/LOAD. All drawings, specifications, and related documents are the intellectual property of Gianelle LEGER and are provided for educational and reference purposes only.

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DOCUMENT PURPOSE

This technical deck is intended for academic review and portfolio presentation. All specifications are conceptual and require professional review and local code compliance verification prior to any fabrication or installation.

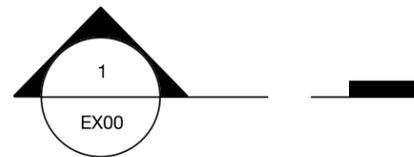
DESIGN INTENT

The design aesthetic integrates wabi sabi principles with contemporary fabrication methods, emphasizing natural materials, exposed edges, minimal hardware, and honest construction. All materials and finishes should reflect this philosophy of beauty in imperfection and restraint.

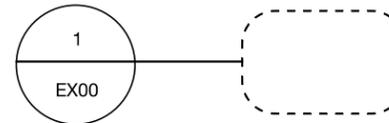
QUESTIONS & CLARIFICATIONS

Any questions regarding specifications, materials, or installation methods should be directed to Gianelle LEGER via deLEGER.co

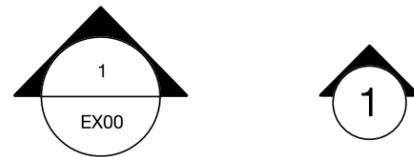
SYMBOL LIST



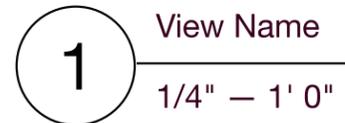
Section Reference



Call-Out Reference



Elevation Reference



View Title



Graphic & Lighting Tag



AV Tag



Material Tag



North Arrow

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EX . 00 . 02



EX.01.00

EXECUTIVE SUMMARY

/ THESIS STATEMENT

Reimagine product experiences as spaces for reflection, emotional presence, and slower forms of consumption.

Our tendency to consume is often driven by the allure of status or the pursuit of novelty. These impulses, while human, are also socially and economically conditioned. Rather than reinforcing these patterns, a shift is needed: from valuing objects as symbols of success to valuing the experience of living with them. Fulfillment does not lie solely in the thrill of acquisition, but in the quiet, evolving relationship between a person and an object over time.

When design honors process, it invites users to participate in the making and maintenance of what they own. When design emphasizes use, it shifts attention to the quiet gestures that sustain meaning day after day. And when ritual is celebrated, design can transform ordinary routines into moments of reflection and care. In OVER/LOAD, these qualities are articulated within a designed experience that allow objects to resonate on a deeper emotional level while extending their relevance and lifespan.

By reframing consumption as a practice of presence and attachment, this perspective encourages a more intentional and mindful consumer culture that prioritizes meaning over materialism. It envisions a future where products are not disposable markers of identity, but lasting companions within the rituals of everyday life.

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THESIS STATEMENT

DRAWING NO :

EX.01.01

/ SUBJECT

Use the ritual of laundry to promote a new way of engaging with items.

Set within an immersive laundromat environment, OVER/LOAD unfolds through three interlinked phases: Clean, Care, and connect. Each phase translates a step of the laundry process into a metaphor for emotional renewal and awareness. Visitors confront the excess of modern consumption, engage in tactile acts of mindfulness, and rediscover community through creative forms of sustainability.

The space merges digital and physical interaction to emphasize presence, ritual, and slowness as forms of resistance against the destructive culture of fast fashion. By framing the act of washing into a meditative practice, OVER/LOAD reimagines sustainability not as a sacrifice, but as a meaningful return to consciousness.

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SUBJECT

DRAWING NO :

EX.01.02

/ SPONSORS



• Client I

Samsung C&T Group

Mission

- Leverage technology to create superior products and services.
- Enrich lives by creating value with unique, differentiated services.

Vision

- Become the "Lifestyle Innovator."
- Achieve sustainable growth by embracing change and combining exceptional technology.

Strategic Goals

- Embrace technology to transform and improve operations.
- Capture new opportunities within global markets.

Samsung C&T Group's involvement bridges sustainability with digital interactivity, allowing OVER/LOAD to explore how technology can foster consciousness rather than consumption.



• Client II

Global Fashion Association

Mission

- Ensure a net-positive fashion industry gives back to the people and the planet.
- Implement a circular, equitable industry model that works within environmental boundaries.

Vision

- Inspire, educate, influence and mobilize all stakeholders within the fashion industry.
- Drive a more sustainable future within the fashion value chain.

Strategic Goals

- Mobilize collective action on critical sustainability.
- Advocate for policy change and supportive measures that reinforce sustainability targets and incentivize necessary transformation.

GFA's mission to accelerate sustainable practices within the fashion industry directly aligns with the exhibition's goal of reshaping consumer behavior through awareness, empathy, and care.

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EX.01.03

TARGET AUDIENCE

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TARGET AUDIENCE

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EX.01.04

Pr

Age: 18-25
Younger individuals starting their journey of self-discovery and self-aware individuals who are navigating life transitions. Downsizing into a new phase.

Location:
Urban & Suburban

Values:
New Life Stage = Declutter = Freedom

Interests:
Fresh Starts
Practicality
Organization
Preserving Memories
Constant Change

2nd

Age: 25-45+
Established enough to be conscious consumers. Still in a phase of life where they can actively build and define their personal identity and lifestyle.

Location:
Urban & Suburban

Values:
Quality & Intention > Quantity & Trends.

Interests:
Simplicity
Mindfulness,
Wellness
Sustainable Living
Self-improvement.

/ GOALS



 / Goals

Exhibition Goals

Reframe the concept of laundry as a proactive ritual for reconnecting with our belongings and a catalyst for a more conscious lifestyle.

Encourage visitors to see upkeep, repair, and reduction not as chores, but as creative and restorative acts that reestablish balance between self, object, and environment.



 / Goals

Experiential Goals

Methodize Care & Downsizing

Invite visitors into a process of cleaning, mending, and thoughtfully evaluating their belongings. Emphasize care as much as downsizing to help participants preserve what matters and cultivate a mindful relationship with objects.

Facilitate Intentional Exchange

Foster a community that shifts away from overconsumption by offering a space for donation, exchange, and up-cycling.

Promote Authentic Self-Expression

Shift attitudes to embrace clothing for their history. Promote the beauty of imperfection and repair as a form of personal storytelling. Liberate ourselves from trends.



 / Goals

Educational Goals

Re-Instill a Conscious Mindset

Educate on the environmental and psychological costs of fast fashion to inspire the adoption of a more mindful, systematic approach to ownership.

Promote a Regenerative Lifestyle

Introduce circular practices and the principles of wabi-sabi philosophy to demonstrate how laundry can serve as a tool of conscious living and influence mindful consumption habits.

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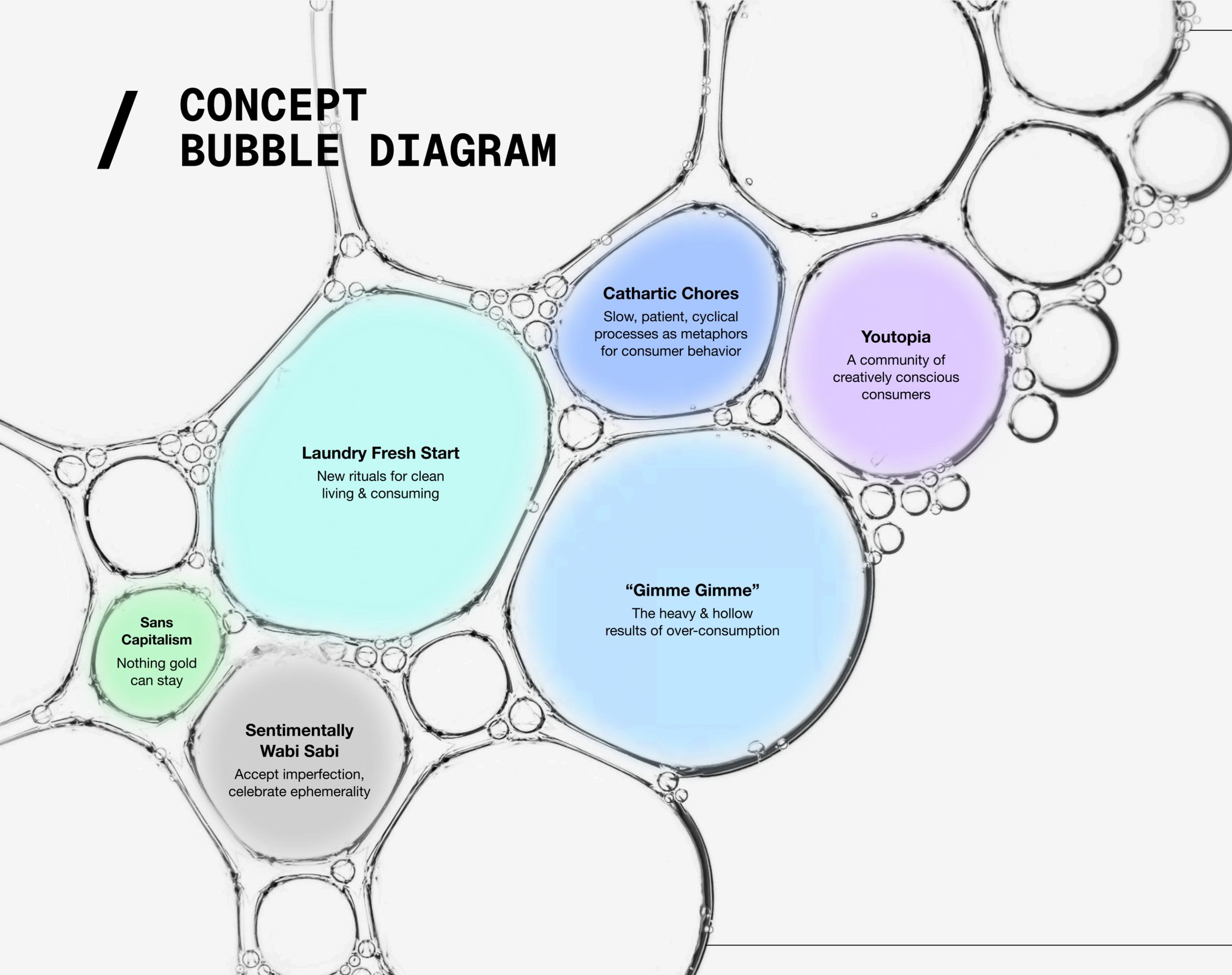
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GOALS

DRAWING NO :

EX.01.05

/ CONCEPT BUBBLE DIAGRAM



Cathartic Chores

Slow, patient, cyclical processes as metaphors for consumer behavior

Youtopia

A community of creatively conscious consumers

Laundry Fresh Start

New rituals for clean living & consuming

Sans Capitalism

Nothing gold can stay

Sentimentally Wabi Sabi

Accept imperfection, celebrate ephemerality

“Gimme Gimme”

The heavy & hollow results of over-consumption

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CONCEPT BUBBLE DIAGRAM

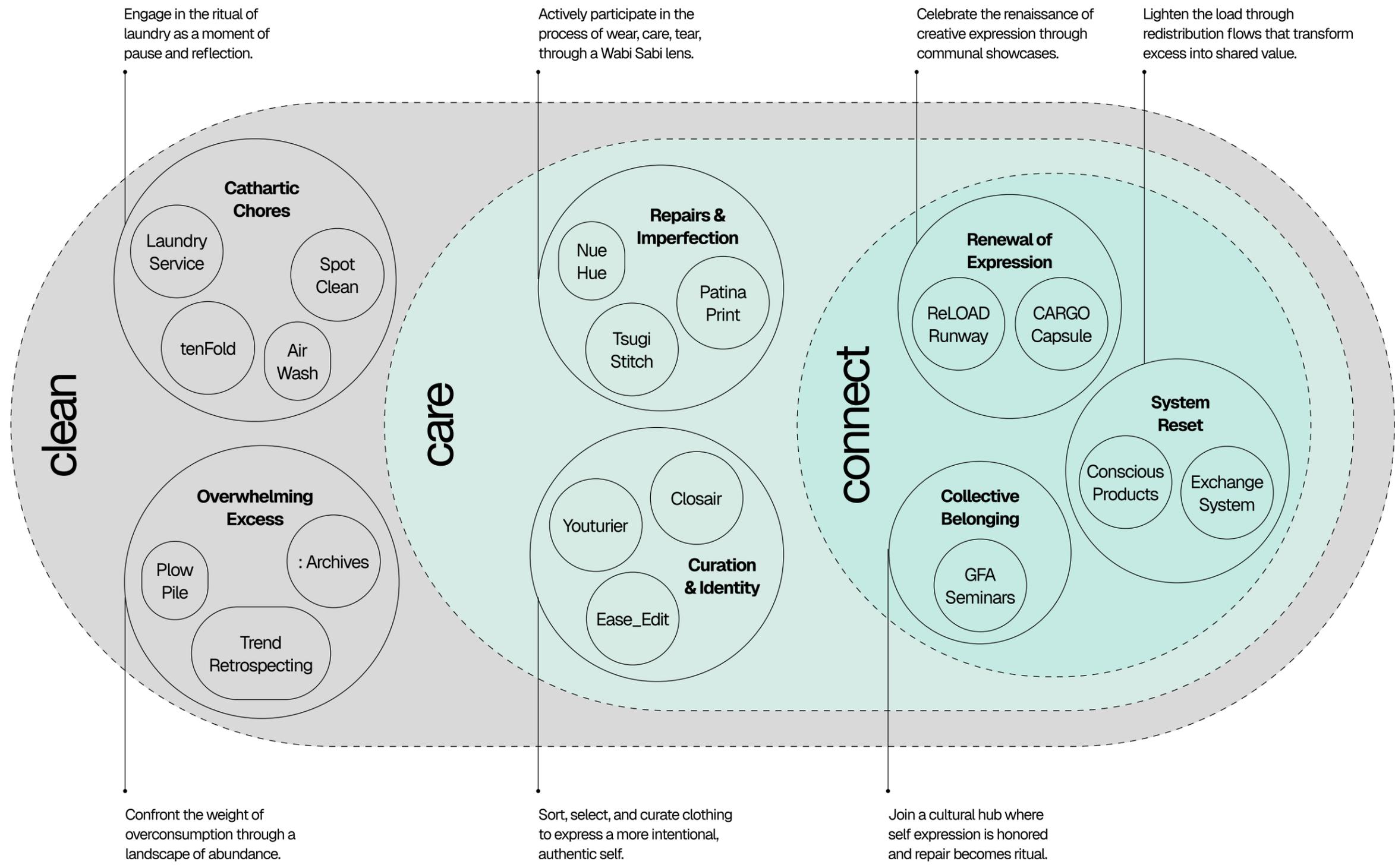
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EX.01.06

/ EXPERIENCE OUTLINE

Moving from release to restoration to reconnection, visitors discover sustainability as both a personal and communal practice.

The activities transform routine gestures into meaningful rituals, allowing visitors to wash away excess, tend to what endures, and reconnect through collective renewal.



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/LOAD

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DRAWING NAME :
EXPERIENCE OUTLINE

DRAWING NO :
EX.01.07

/ LOCATION

Listed Price
\$16.9 M

Levels
Cellar
Ground
Second

Available Space
≈ 13,066 SF
across 3 levels

Location + Foot Traffic

- Sits between Greenwich Village, East Village, and Union Square.
- High density of students (NYU), young professionals, and creatives who live in apartments where in-unit laundry is often unavailable.
- Union Square's constant flow = visibility & natural foot traffic.

Architectural Character

- The Neo-Classical façade makes the location feel elevated, almost monumental.
- 16-foot ceilings, exposed brick, timber beams, & cast-iron columns.

Value

- Proximity to students and young renters ensures steady demand.
- Residents need accessible laundry services and are receptive to spaces that double as hangouts.

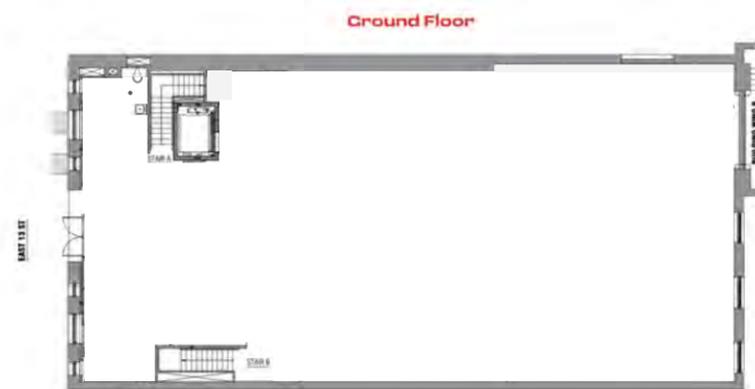
The venue features open industrial-style interiors with exposed beams, brick walls, and high ceilings.



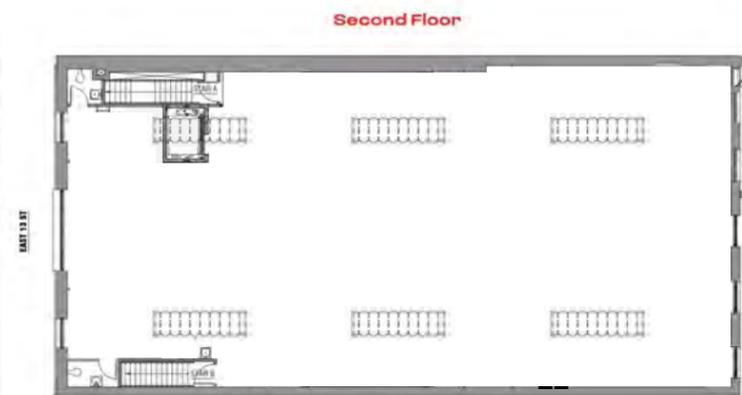
Formerly a dance studio, large mirrored studios and polished floors create a bright environment ideal for movement and transformation.



The layout was adjusted to enhance openness and circulation while maintaining safety and functionality. Non-structural walls were removed to maximize spatial flow and visual continuity.



Existing water sources were preserved, though the number of bathrooms was reduced to streamline use and emphasize water as a key element within the concept.



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DRAWING NAME :
LOCATION

DRAWING NO :
EX.01.08

/ INTERPRETIVE APPROACH

Reframe laundry as a catalyst for conscious living.

Transform the familiar act of cleaning and mending into an experiential framework that explores consumption, care, and the emotional afterlife of our belongings.



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INTERPRETIVE APPROACH

DRAWING NO :
EX.01.09

/ EXHIBIT PLAN

AREA 0 – ENTRANCE

AREA 1 – KANTA/LOAD

AREA 2 – SOFT SPIN

AREA 3 – FOAM FOYER

AREA 4 – RINSE & RESET

AREA 5 – CLEAN RITUALS

AREA 6 – STYLE CYCLE

AREA 7 – AIR WASH

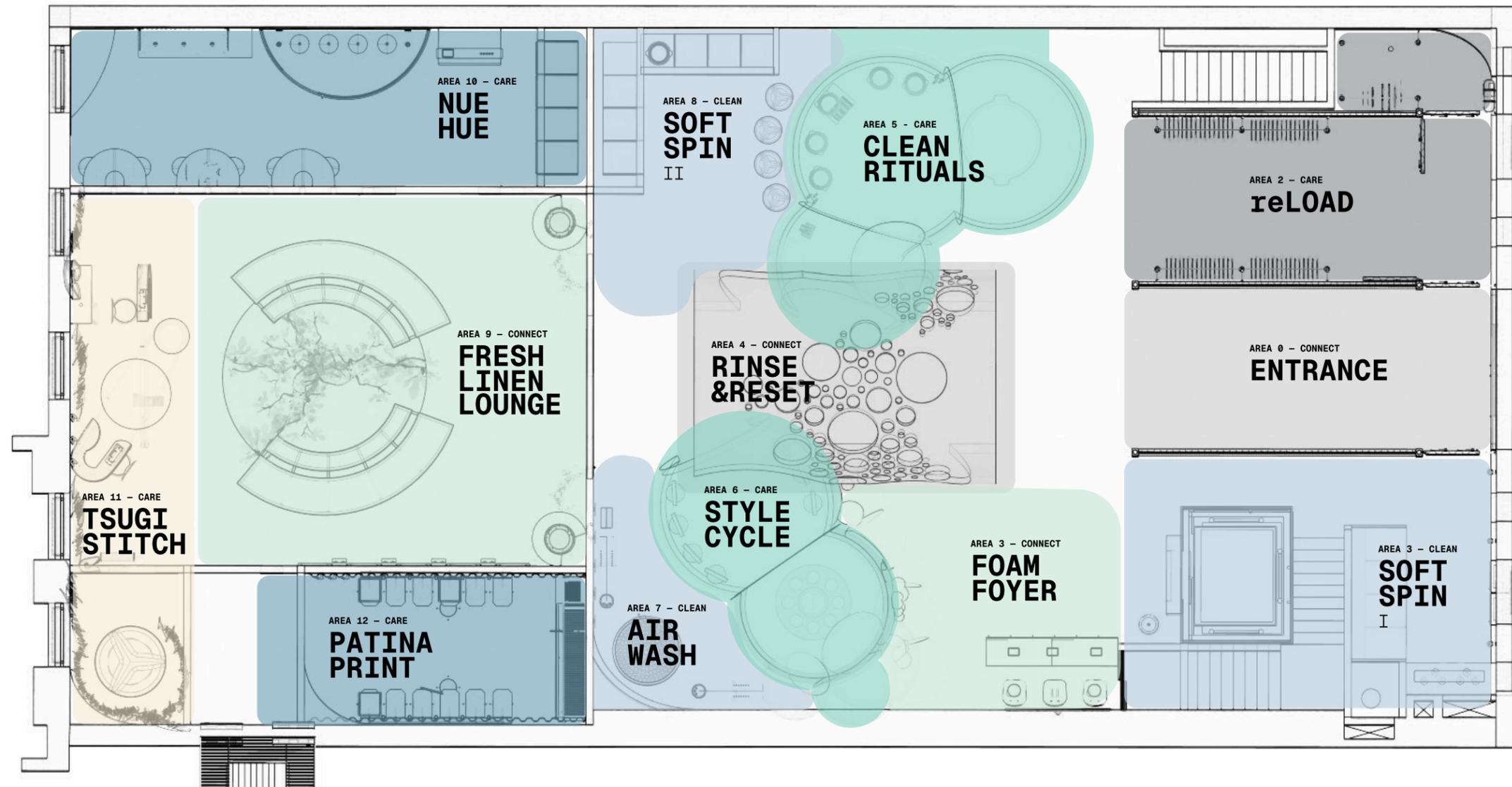
AREA 8 – SOFT SPIN

AREA 9 – FRESH LOUNGE

AREA 10 – NUE HUE

AREA 11 – TSUGI STITCH

AREA 12 – PATINA PRINT



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EXHIBIT PLAN

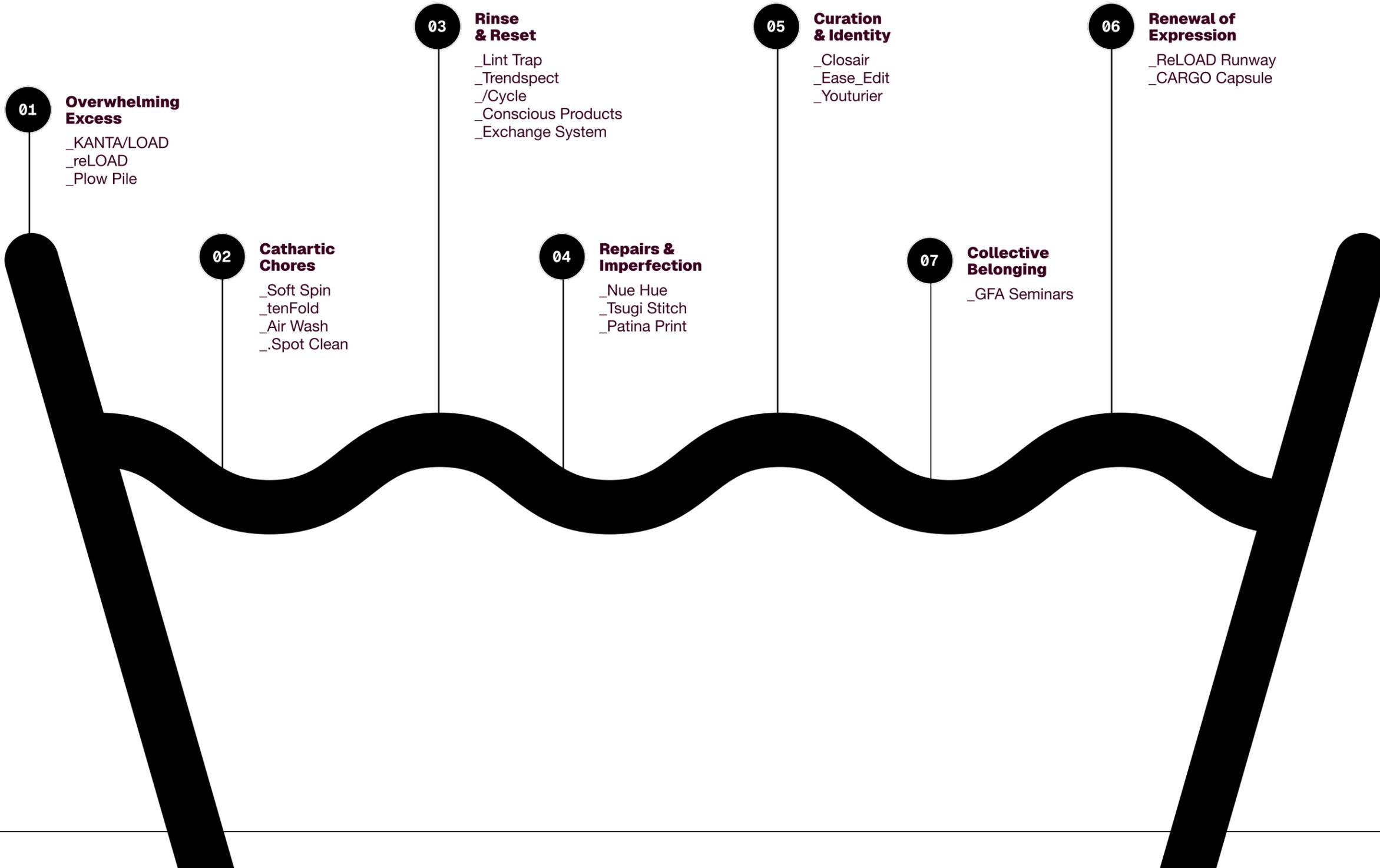
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EX.01.10

/ VISITOR FLOW

Like a load of laundry, the experience begins by confronting excess, then cleanses through acts of care.

Washing over visitors, it flows from awareness to release, reflection, and empowerment.



01 Overwhelming Excess
 _KANTA/LOAD
 _reLOAD
 _Plow Pile

02 Cathartic Chores
 _Soft Spin
 _tenFold
 _Air Wash
 _Spot Clean

03 Rinse & Reset
 _Lint Trap
 _Trendspect
 _/Cycle
 _Conscious Products
 _Exchange System

04 Repairs & Imperfection
 _Nue Hue
 _Tsugi Stitch
 _Patina Print

05 Curation & Identity
 _Closair
 _Ease_Edit
 _Youturier

07 Collective Belonging
 _GFA Seminars

06 Renewal of Expression
 _ReLOAD Runway
 _CARGO Capsule

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DRAWING NAME :
 VISITOR FLOW

DRAWING NO :
EX.01.11

/ EMOTION MAP

From sorting through excess to spinning into empowerment, each cycle transforms care into clarity.



Sort
Awareness

Face excess & recognize the impact of overconsumption.



Wash
Catharsis

Cleanse, release excess, and begin a quiet process of renewal.



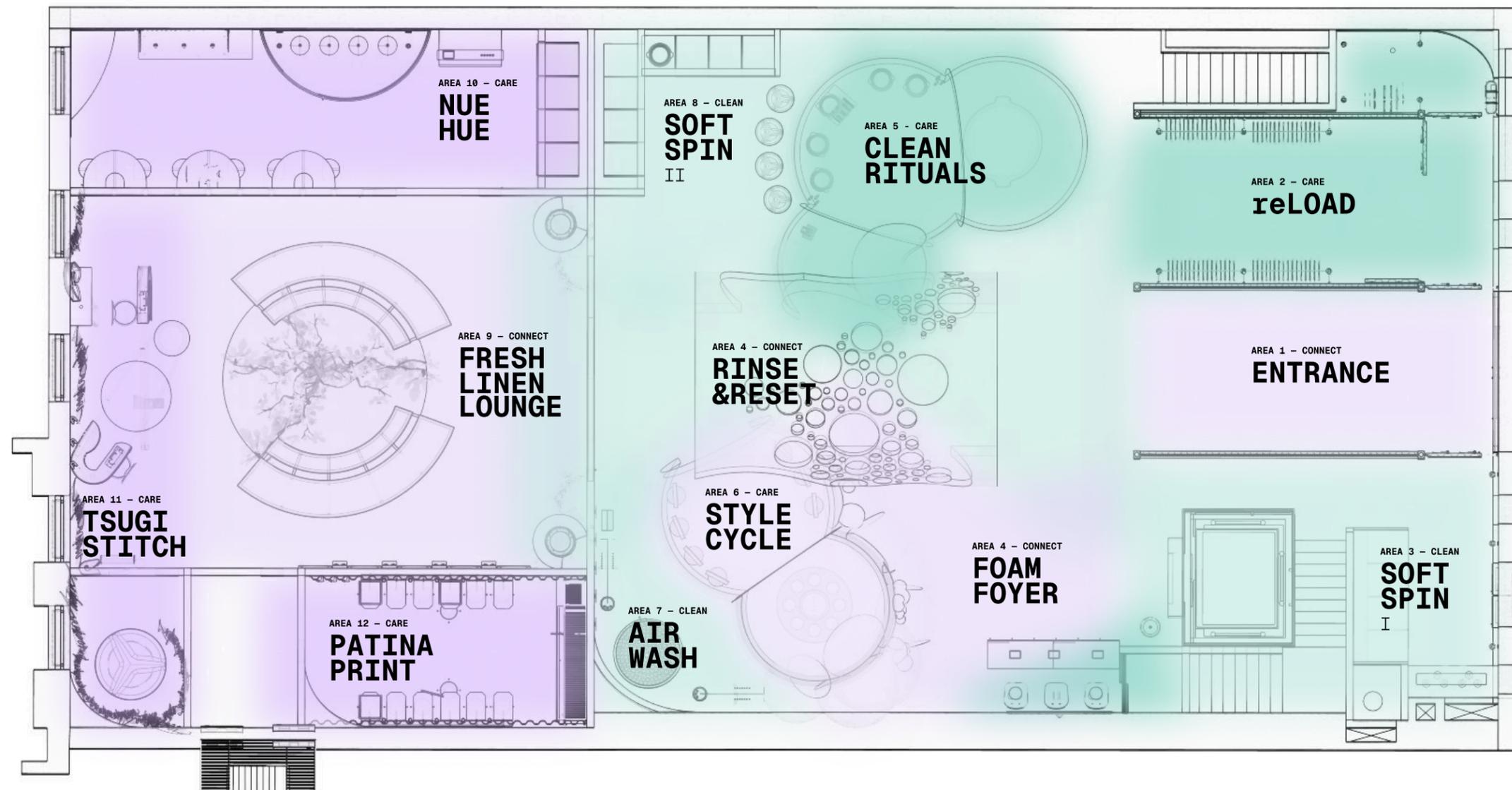
Rinse
Introspection

Reflect on what truly holds value and meaning.



Spin
Empowerment

Emerge lighter, inspired, and ready to consume consciously.



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EMOTION MAP

DRAWING NO :

EX.01.12

👤 / Clean_01

ENTER

Shipping containers form a warm, industrial passage that frames the exhibit's core. Garments drift across the walls in soft projections, sharing fragments of their journeys and setting the emotional tone for what lies ahead.

See

Embossed logo, dim lighting, soft shadows, containers lined with moving textile projections, stories appearing and dissolving across the metal surfaces.

Do

Move through the container corridor and pause to absorb the surrounding visuals.

Learn

That every item we own has lived a complex journey long before and after reaching us.

Experience

A cinematic welcome that feels both industrial and tender, easing visitors into the world of OVER/LOAD with reflection rather than overload.

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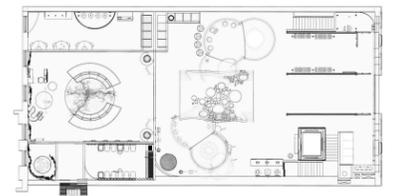
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DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
ACT 1: ENTER

DRAWING NO :

EX.01.13



👚 / Clean_01

KANTA /LOAD

Inside a shipping container, visitors encounter Accra's textile-waste shoreline. Piles of clothing surround the space while projected water moves beneath the feet. Select garments appear as artifacts, highlighting the burden of global overconsumption.

See

Garment pile graphics, water projections, spotlighted artifacts, museum-style labels with origin information.

Do

Navigate the textile landscape, read artifact tags, and observe the physical scale of waste.

Learn

Overproduction and rapid consumption create environmental and social strain across the globe.

Experience

A sobering confrontation with the environmental and cultural consequences of excess.



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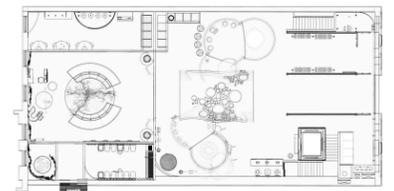


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DESIGNED BY :

GIANELLE LEGER

DRAWING NAME :

ACT 2: KANTA / LOAD

DRAWING NO :

EX.01.14

👕 / Clean_01

reLOAD

reLOAD is a curated secondhand pick-up station where visitors select a garment to accompany them through the exhibit. Facilitating donations through the OVER/LOAD app, pieces shift seasonally, creating a circular system of exchange and participation.

See

Organized racks, garment labels with previous-use details, seasonal donation themes.

Do

Choose a garment to carry into later stations for care, alteration, or study.

Learn

Secondhand systems thrive through community contribution and intentional circulation.

Experience

A personalized starting point that shapes the journey ahead.



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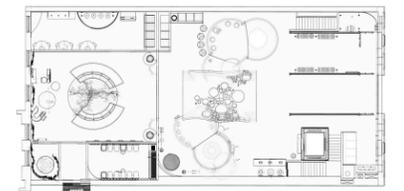


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DRAWING NAME :

ACT 3: RELOAD

DRAWING NO :

EX.01.15

🧺 / Clean_01

SOFT SPIN

A quiet laundry zone featuring slow-spinning cycles and calm lighting, emphasizing ease and presence. It invites visitors to do laundry, observe, rest, and shift into a slower rhythm. Emphasizing that care can be gentle, grounding, and unhurried.

See

Rotating drums, diffused lighting, minimal warm lighting.

Do

Observe the cycles or drop off garments for cleaning.

Learn

Care can be unhurried, grounding, and restorative.

Experience

A moment of steadiness within the full exhibit flow.



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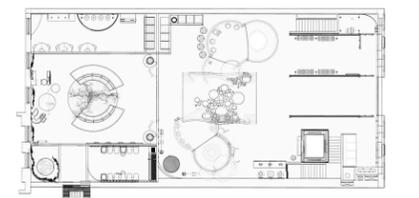
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DRAWING NAME :
ACT 4: SOFT SPIN

DRAWING NO :
EX.01.16

🧺 / Clean_01

tenFOLD

A digital folding table that transforms routine care into a moment of connection. As visitors smooth, press, and fold, kinetic motion graphics respond to their touch. This activity visualizes the hidden stories held within each garment.

See

A glowing, interactive table surface that reacts to folding motions.

Do

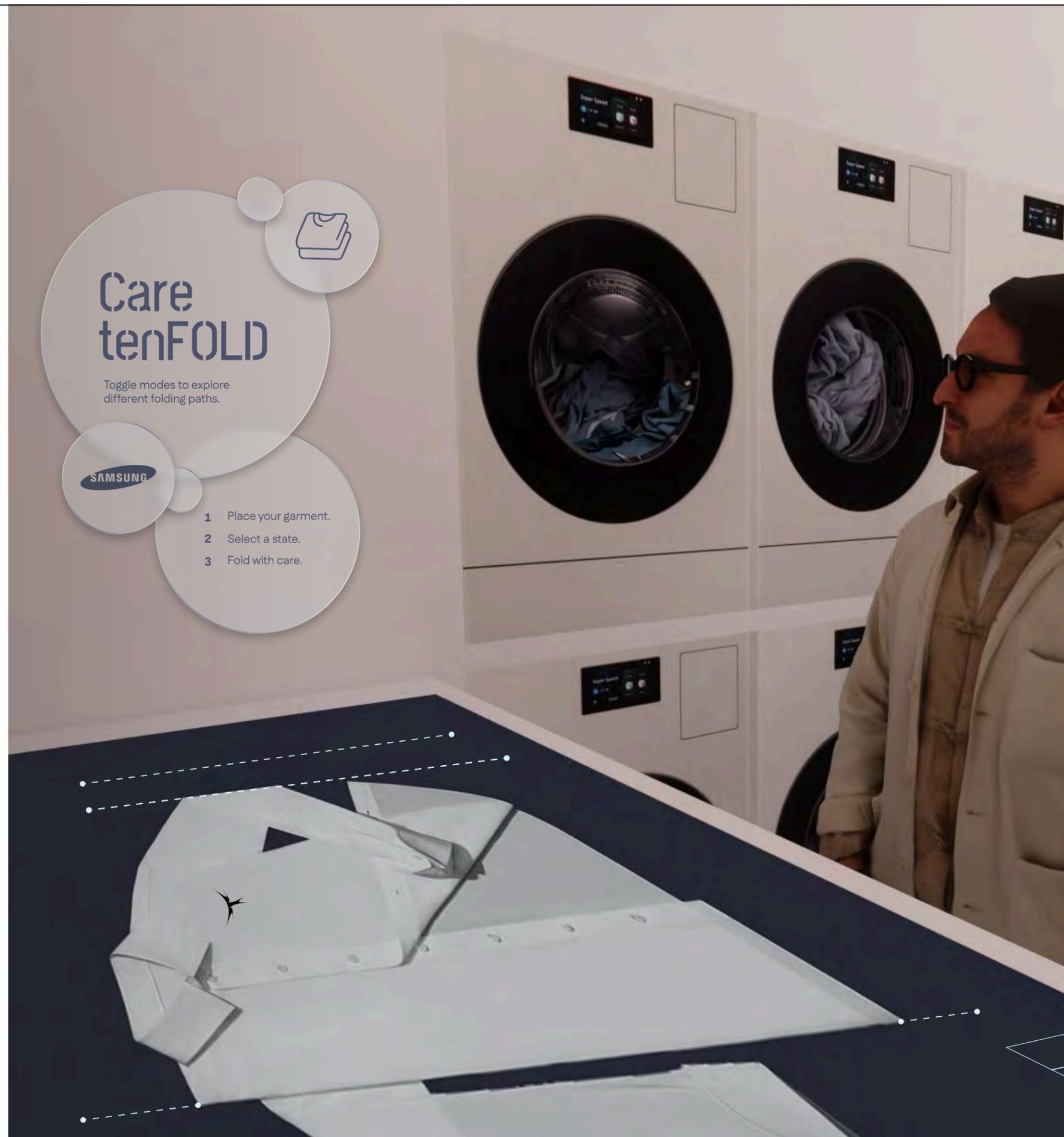
Toggle between guided prompts as you fold your garments to discover intentional methods that calm and focus the mind.

Learn

That structure and repetition can reconnect us to our belongings and restore balance.

Experience

Visitors leave centered, realizing that even simple gestures can restore meaning, balance, and connection to what we own. Care is a cathartic rhythm, not a rush.



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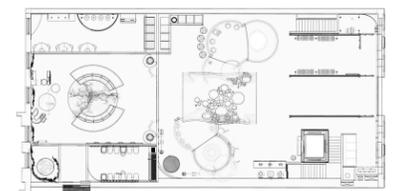


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GIANELLE LEGER

DRAWING NAME :

ACT 5: TENFOLD

DRAWING NO :

EX.01.17

🧺 / Clean_01

foam FOYER

A bubbly, welcoming reception hub where visitors can orient themselves, watch creative spotlights, store garments, or relax before exploring deeper.

See

Inflated seating, monitor displays featuring OVER/LOAD creatives, wayfinding maps.

Do

Check in, use lockers, explore information screens, receive a "fashion gumball."

Learn

The exhibit is built by a collaborative network of artists, designers, and community contributors.

Experience

Playful ease and orientation before encountering the heavier themes of OVER/LOAD.

PROJECT : OVER/LOAD

/LOAD

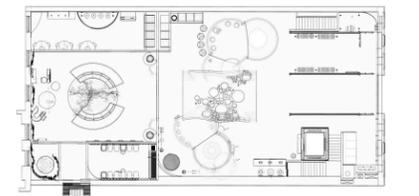
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DRAWING NAME :
ACT 6: FOAMFOYER

DRAWING NO :
EX.01.18

01

GFA Seminar
CARGO CAPSULE
CAFE
O/L SHOP

G

reLOAD
SOFT SPIN
RINSE & RESET
AIR WASH
LINEN LOUNGE
TSUGI STITCH
PATINA PRINT
NUEHUE

-1

LAUNDRY SERVICE
unLOAD DONATIONS



🧺 / Clean_01

LINT TRAP

A tactile material lab where visitors pull raw and processed fibers from an oversized lint trap to explore how materials originate, transform, and break down. The station reveals the time and resources woven into every textile.

See

Fabric tufts, dye tones, fiber samples in various stages.

Do

Pull lint material style swatches. Touch raw and processed materials, follow timelines of harvest and decomposition.

Learn

Material creation is lengthy and resource-heavy; longevity depends on knowledge.

Experience

A sensory understanding of what lies behind every textile.



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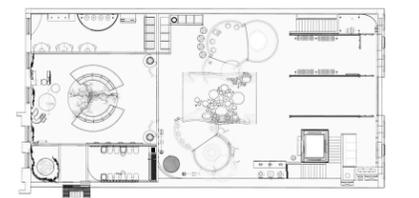
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DRAWING NAME :
ACT 7: LINT TRAP

DRAWING NO :
EX.01.19

🧺 / Clean_01

MEND LINE

MEND_IT invites visitors to pick up a printed “worn garment” on scrap fabric and practice a simple repair. Visitors mend, embellish, or mark the piece, then hang it on the communal line under a soft, sky-blue mural. The activity highlights how small acts of care extend a garment’s life and our connection to it.

See

Fabric slips, a “mending is caring” cloudy blue sky mural, a communal clothing line, laundry basket seating.

Do

Select a slip, mend or embellish with stamps, hang it with others.

Learn

New ways of repairing and up-cycling. Learn that repair is an accessible act that can strengthen emotional and material value. Even small repairs can restore value and meaning.

Experience

A gentle creation rooted in care, reflection, and shared display.



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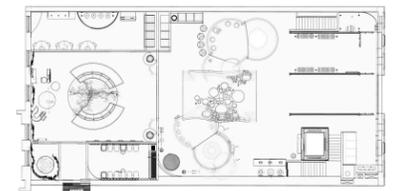


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DESIGNED BY :

GIANELLE LEGER

DRAWING NAME :

ACT 8: MEND LINE

DRAWING NO :

EX.01.20

👖 / Clean_01

PLOW PILE

A gamified dig through a digital textile landfill where each discovered item is a scanned artifact from real waste streams. Visitors uncover unexpected objects, compare point values, and explore stories behind what society discards.

See

A glowing interactive dome screen panning over clothing piles, items surfacing in response to gestures, point trackers, and windows of contextual data.

Do

Swipe, dig, and uncover garments; click items to view their story; compare point values; save tags of pieces that stand out.

Learn

That waste is not uniform. It contains culture, craft, history, and overlooked worth. What is discarded says as much about society as what is treasured.

Experience

Playful engagement with serious implications, prompting introspection about value, waste.

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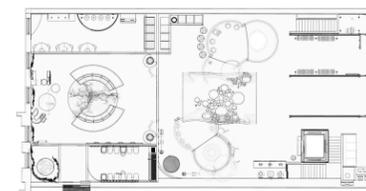
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DRAWING NAME :
ACT 9: PLOW PILE

DRAWING NO :

EX.01.21



-50



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🧺 / Clean_01

Carescope

Carescope magnifies textile to reveal the weave, fiber structure, and construction of a garment. Visitors scan their clothing, compare it to other fabrics, and receive simple care insights based on what they see. The station highlights how understanding materials helps clothing last longer.

See

Magnified fabric weaves, fiber diagrams, comparisons of common textiles, and care cues displayed on a soft bubble screen.

Do

Place your garment under the lens. Watch the weave shift and enlarge. Swipe to view similar textiles and read how to care for them.

Learn

Different weaves and fibers require different care. Knowing the material helps extend the garment's lifespan and reduces unnecessary washing.

Experience

A surprising, intimate look into our clothing to reveal the structures we never see and the simple habits that help it last.



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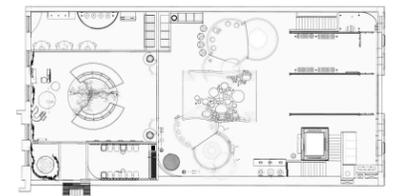


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DRAWING NAME :

ACT 10: CARESCOPE

DRAWING NO :

EX.01.22

👗 / Clean_01

/CYCLE :ARCHIVE

Immerse visitors in decades of fashion through a rotating bobbin surrounded by virtual models that shift with every spin. Filters sort looks by era, color, garment type, or silhouette, revealing fashion's repeating loops and encouraging visitors to see style as an ongoing dialogue across generations.

See

Virtual runway figures, archival looks, a glowing bobbin interface, layered trend filters.

Do

Sit, spin, sort by style attributes, create custom visual sequences, compare decades.

Learn

Fashion evolves through repetition, reinterpretation, and return.

Experience

A cinematic view of fashion's living history. A dynamic, time-traveling moment that reframes trends as echoes rather than demands.



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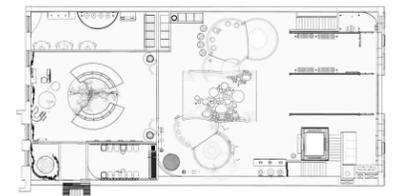


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DRAWING NAME :

ACT 11: /CYCLE :ARCHIVE

DRAWING NO :

EX.01.23

👗 / Clean_01

TRENDSPECT

TrendSpect is a smart-mirror style lab that helps visitors understand their style through archives and the clothes they already own. Instead of promoting new purchases, it offers restyling and DIY modification ideas. Turn trends into creative tools for personal expression while emphasizing longevity and transformation through up-cycling.

See

Smart overlays, trend categories, DIY modification prompts, and style references mapped onto the visitor's look.

Do

Engage with suggested silhouettes, scroll through alteration ideas, compare archived variations, and plan customizations for garments chosen earlier in the exhibit.

Learn

That trends can be expressed sustainably through restyling and alteration, and that personal style emerges from thoughtful adaptation, not accumulation.

Experience

A sense of direction and empowerment rooted in self-expression, creativity, and agency rather than consumer pressure.



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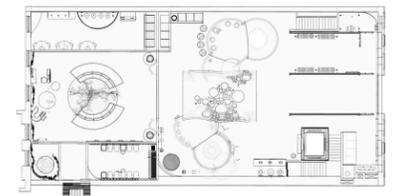


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DRAWING NAME :

ACT 12: TRENDSPECT

DRAWING NO :

EX.01.24

🧺 / Clean_01

AIR WASH

Refresh garments using waterless, scented air-pressure cycles. Visitors check in items, select fragrances, and receive pickup notifications, demonstrating how refreshing extends garment life while reducing resource use.

See

Garments suspended inside a clear chamber, swaying, surrounded by soft air currents, vapor bursts, and diffused lighting. Clothing racks, scent menu, cycle indicators, kiosk interface.

Do

Scan garments, choose scents, track cycles, retrieve items.

Learn

Light refreshes reduce washing frequency and fiber wear. That cleanliness can exist without water. Through air, technology, and mindful design, care becomes both efficient and environmental.

Experience

A clean, effortless act of sustainable care. Visitors leave with a sense of weightless renewal, where sustainability doesn't require sacrifice, but innovation. It's a quiet spectacle of purification that leaves garments (and visitors) visibly refreshed.



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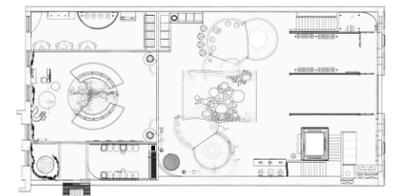
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ACT 13: AIR WASH

DRAWING NO :
EX.01.25

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NUE HUE

NUEHUE is a three-part color studio: marking, splatter painting, and dyeing. Visitors transform garments through expressive surface design. Ambassadors guide processes and app updates support pickup.

See

Dye vats, glass booths, wood work tables, drying racks, washers and dryers.

Do

Sketch, paint, dye, process garments, collect completed pieces.

Learn

Color shifts extend garment life and unlock new identity.

Experience

Joyful, personal reinvention through tactile making.



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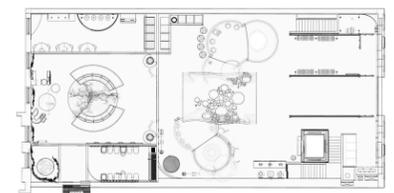
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ACT 14: NUE HUE

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NUE HUE CONT.

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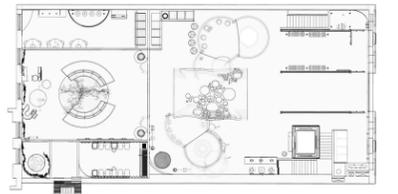
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DRAWING NAME :
ACT 14: NUE HUE CONT.

DRAWING NO :
EX.01.27



👒 / Clean_01

ALTER STATIONS

Blend nostalgia and innovation through patch-vending machines, trims, rhinestones, and artist-made embellishments that invite playful experimentation. Full-length mirrors let visitors visualize changes before committing, reframing repair as customization and deepening emotional connection to garments through expressive detail.

See

Patch dispensers, trim walls, rhinestone trays, liquid chalk, tall mirrors.

Do

Dispense patches, test placement, mock up alterations, plan enhancements.

Learn

Small design interventions can reshape style and detail-driven customization can strengthen attachment and longevity.

Experience

A joyful micro-upcycling studio with instant creative reward.



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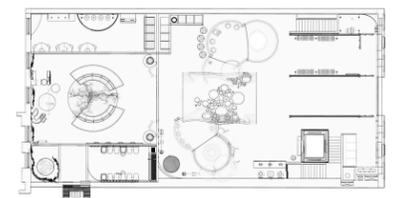


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DRAWING NAME :

ACT 15: ALTER STATIONS

DRAWING NO :

EX.01.28

🧺 / Clean_01

PATINA PRINT

PATINA PRINT transforms a weathered shipping container into a screen-printing studio where visitors layer prints onto garments using curated artist screens. The patina of the space mirrors the aged beauty of clothing, emphasizing how marks, texture, and intentional graphics deepen narrative and extend a garment's evolving character.

See

Silkscreens, ink trays, drying lines, patina-textured walls, ambassador station.

Do

Select graphic screen, align garments, screen print, dry pieces.

Learn

Printmaking can add narrative depth, extend the life of a garment, and add meaningful identity, encouraging long-term ownership.

Experience

A satisfying, hands-on creation with immediate impact and visual storytelling.



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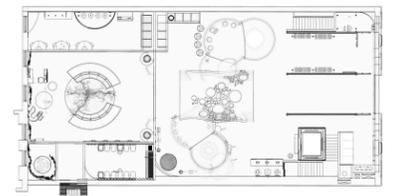


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KEY PLAN :

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DESIGNED BY :

GIANELLE LEGER

DRAWING NAME :

ACT 16: PATINA PRINT

DRAWING NO :

EX.01.29

🧺 / Clean_01

TSUGI STITCH

A repair and tailoring studio inspired by Japanese mending philosophy, where visitors learn simple stitches, receive alterations, and explore creative repair techniques. Tailors offer support, while a private fitting room accommodates more personal or ambitious projects. This section promotes skill-building as empowerment and long-term garment stewardship.

See

Safety pin table, sewing machine, stitch samples, sewing stations, fitting alcove, demos, fabric rolls.

Do

Learn stitches, receive repairs, join workshops, plan alteration ideas, use app.

Learn

Repair builds skill, empowerment, and garment longevity. It is a creative craft that honors both garment and wearer.

Experience

Supportive craftsmanship grounded in care and skill-deepening workshop grounded in restoration.



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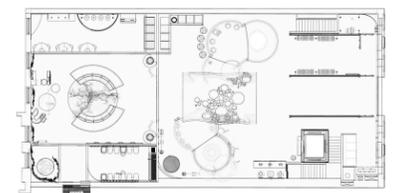


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DESIGNED BY :

GIANELLE LEGER

DRAWING NAME :

ACT 17: TSUGI STITCH

DRAWING NO :

EX.01.30

🧺 / Clean_01

LINEN LOUNGE

A serene, communal space beneath a central tree of weeping fabrics that pierces through to the second floor. Visitors rest, reflect, contribute fabric strips, or sketch alteration ideas on Samsung tablets, grounding their journey in quiet intention and creative clarity.

See

Central tree with hanging fabric strips, grass circle patch, hidden tablets.

Do

Rest, reflect, hang fabric intentions, sketch, plan wardrobe, or further explore personal style.

Learn

Sustainable style emerges from reflection, not impulse. Thoughtful wardrobe-building is reflective and ongoing.

Experience

A grounding pause that centers creativity and purpose.



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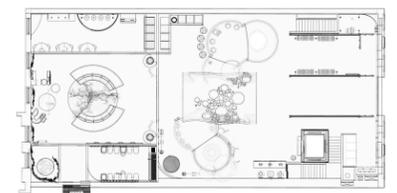


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DESIGNED BY :

GIANELLE LEGER

DRAWING NAME :

ACT 18: LINEN LOUNGE

DRAWING NO :

EX.01.31

👗 / Clean_01

reLOAD

A high-energy runway, ballroom, and exhibition space where upcycled fashion becomes performance, spectacle, and cultural expression. When not hosting shows or GFA seminars, the runway transforms into a rotating display of upcycled looks, celebrating reinvention as a powerful response to waste.

See

Runway platforms, lighting grids, upcycled garments, performance staging, rotating displays.

Do

Watch performances, vote, explore exhibits, join discussions.

Designers : create and present upcycled looks.
Audience : vote for and celebrate each category.

Learn

That fashion's true value lies in expression and shared creativity, not novelty. Creativity thrives in reinvention and transforming waste into wear is not just sustainable, it's cultural expression.

Experience

Celebrating sustainability in the form of self-expression, visitors leave energized, connected, and inspired.



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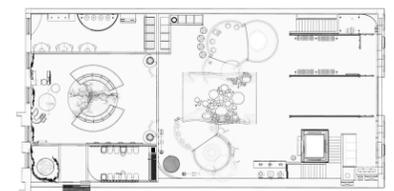


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DESIGNED BY :

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DRAWING NAME :

ACT 19: RELOAD

DRAWING NO :

EX.01.32

🧺 / Clean_01

/LOAD CARGO

A collapsible pop-up retail container inspired by oversized clothing pins and bobbin supports. Showcasing global creators who transform waste into art, /LOAD travels and anchors within indoor and outdoor spaces, offering visitors direct access to one-of-a-kind pieces that demonstrate creativity as a tool for combating waste.

See

Pin-shaped frame, bobbin brake supports, curated upcycled fashion and object displays.

Do

Browse goods, meet makers, learn stories, purchase unique items.

Learn

Creative reuse activates community and redefines value.

Experience

Discovery-driven, purposeful, and connected to global circular culture.



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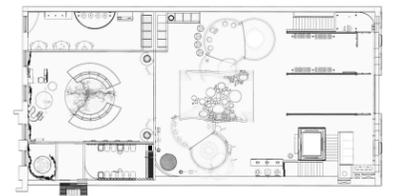


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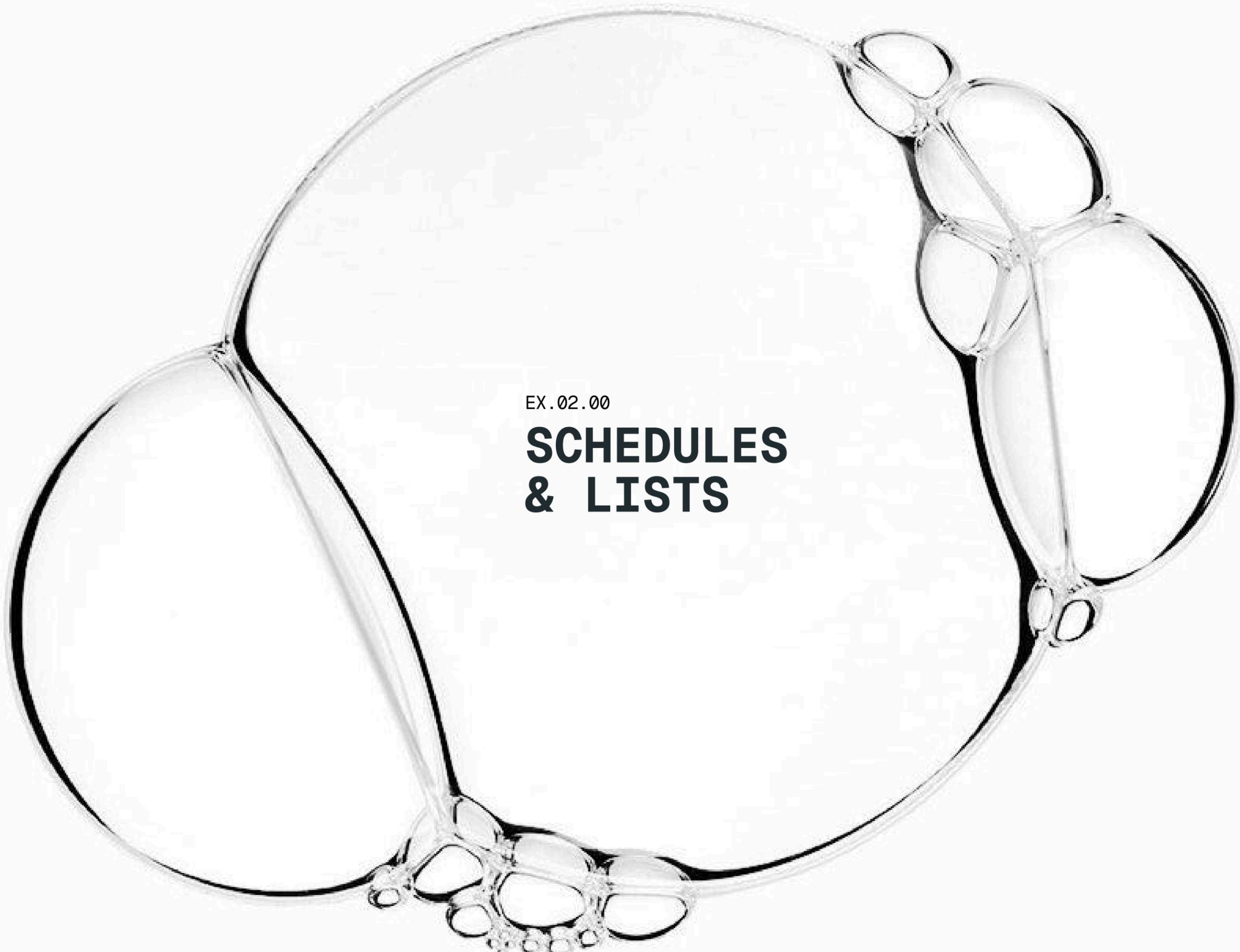
GIANELLE LEGER

DRAWING NAME :

ACT 20: /LOAD CARGO (POP-UP)

DRAWING NO :

EX.01.33



EX.02.00

**SCHEDULES
& LISTS**

/ GRAPHIC SCHEDULE

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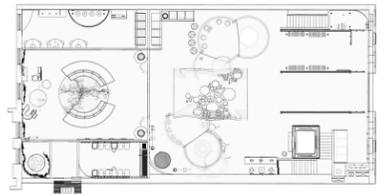
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DRAWING NAME :
GRAPHIC SCHEDULE

DRAWING NO :

EX.02.01

AREA 00	ENTRANCE	TYPE	DESCRIPTION
	00A . GR01	F	Dimensional Logo

AREA 01	KANTA/LOAD	TYPE	DESCRIPTION
	01A . GR01	F	reLOAD Painted Logo
	01A . GR02	C2	reLOAD Directive Bubble
	01A . GR03	C2	reLOAD Seasonal Bubble
	01A . GR04	D	reLOAD Artifact Labels
	01A . GR05	A	KANTA/LOAD Area Intro
	01A . GR06	G	Kantamanto Curve Wall Wrap
	01A . GR07	G	Kantamanto Short Wall Wrap
	01A . GR08	H	Kantamanto Shore Floor
	01A . GR09	D	Kantamanto Artifact Labels

AREA 02	SOFT SPIN I	TYPE	DESCRIPTION
	02A . GR01	G	Corridor Directional
	02A . GR02	A	Area Intro
	02A . GR03	C2	tenFOLD Directive Bubble
	02A . GR04	C2	Content Bubble

AREA 03	FOAM FOYER	TYPE	DESCRIPTION
	03A . GR01	H	Floor Directory

AREA 05	CLEAN RITUALS	TYPE	DESCRIPTION
	05A . GR01	C2	Lint Trap Directive Bubble
	05A . GR02	C2	Carescope Directive Bubble
	05A . GR03	C2	Mend Line Directive Bubble
	05A . GR04	G	Mend Line Painted Blue Sky Mural

AREA 06	STYLE CYCLE	TYPE	DESCRIPTION
	06A . GR01	H	Cycling Threads Floor Graphic
	06A . GR02	C2	/CYCLE Archive Bubble Cluster Directive

AREA 07	AIR WASH	TYPE	DESCRIPTION
	07A . GR01	A	AIR WASH Area Intro

AREA 08	SOFT SPIN II	TYPE	DESCRIPTION
	08A . GR01	C2	Directive Bubble
	08A . GR02	C2	Content Bubble

AREA 09	LINEN LOUNGE	TYPE	DESCRIPTION
	09A . GR01	E	Hanging Fabric Strips
	09A . GR02	F	Center Tree Dimensional Logo
	09A . GR03	C2	Alterstation Directive Bubble

AREA 10	NUE HUE	TYPE	DESCRIPTION
	10A . GR01	A	Area Intro
	10A . GR02	C2	Dye Station Directive Bubble
	10A . GR03	D	Dye Washer Label: C
	10A . GR04	B	Dye Washer Label: M
	10A . GR05	B	Dye Washer Label: Y
	10A . GR06	B	Dye Washer Label: K
	10A . GR07	F	HUE Booth Dimensional Tile Logo
	10A . GR08	C2	HUE Station Directive Bubble

AREA 11	TSUGI STITCH	TYPE	DESCRIPTION
	11A . GR01	G	Tsugi Stitch QR Code
	11A . GR02	C2	Tsugi Stitch Directive Bubble
	11A . GR03	C2	Style Station Directive Bubble

AREA 12	PATINA PRINT	TYPE	DESCRIPTION
	12A . GR01	A	PP Area Intro
	12A . GR02	C2	Apron Rack Directive Bubble
	12A . GR03	C2	Silk Screen Shelf Directive Bubble
	12A . GR04	C2	Printing Directive Bubble

/ GRAPHIC SPECIFICATION

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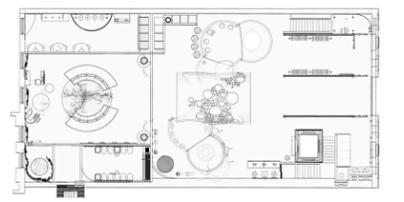
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DESIGNED BY :
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DRAWING NAME :
GRAPHIC SPECIFICATION

DRAWING NO :
EX.02.02

TYPE	DESCRIPTION	SPECIFICATION
A	Area Intro	Silk Screen Printed Cotton Garment
B1	Section Intro — Standard	Laser-etched clear acrylic, floating mount.
B2	Section Intro — Small	High-resolution low-sheen matte print on handmade paper with natural deckled edges, floating mount with minimal hardware
C1	Directive — Large	Laser-cut brushed aluminum signage with exposed metal patina, through-bolted with minimal standoffs
C2	Directive — Small	Laser-etched clear acrylic with dimensional bubble effect, floating mount with concealed hardware
D	Artifact Label	Laser-etched metal tag with natural paper backing, connected with metal eyelet or waxed cotton thread; hanging or pinned installation
E	Fabric Graphic	Direct print on natural linen with raw edges, minimal mounting hardware
F	Dimensional Environmental	High-resolution matte print mounted on 1" plywood with natural edge finish
G	Wall Graphic	High-resolution matte finish vinyl with subtle texture
H	Floor Graphic	Matte finish vinyl applied to sealed concrete with removable adhesive; durable, scuff-resistant surface suitable for high-traffic areas.

/ MATERIAL SCHEDULE

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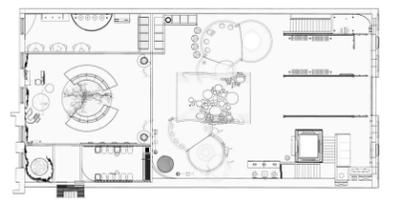
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DRAWING NAME :
MATERIAL SCHEDULE

DRAWING NO :
EX.02.03

MATERIAL		TAG	AREA	DESCRIPTION	IMAGE
CONCRETE	Polished Concrete — Cool Gray	XMC-01	A0-A12	Smooth gray concrete finish.	A0-A12
	Mineral-Washed Concrete — Mint Tint	XMC-02	A0-A12	Concrete with mint mineral wash.	A0-A12
METAL	Brushed Stainless Steel (Container Panels)	XMS-01	A0-A1, A12	Linear-brushed stainless steel panel.	A0-A1, A12
	Patinated Zinc / Galvanized Metal	XMS-02	A12	Matte galvanized metal with patina.	A12
	Brushed Chrome Metal	XMS-03	A1, A11, A6-A8	Chrome-plated metal trim.	A1, A11, A6-A8
	Satin Nickel — Warm Fade	XMS-04	A2, A12	Satin nickel alloy, low sheen.	A2, A12
STRUCTURE	Polycarbonate High Gloss — Crystal Mint	XMM-01	A4-A6	High-gloss translucent polycarbonate.	A4-A6
	3D-Printed Bio-Polymer	XMM-02	A4-A6	3D-printed biopolymer with ripple texture.	A4-A6
BUBBLE	TPU Shell — Clear	XMB-01	A4-A6	Clear TPU membrane for bubble form.	A4-A6
	Clear Iridescent Film — Bubble Surface	XMB-02	A4	Iridescent thin film, bubble effect.	A4
	Bubble Composite — Pearl Elastic	XMB-03	A5, A6	Flexible pearlescent composite.	A5, A6
	Inflatable TPU — Frosted Film	XMB-04	A3, A7-A8	Frosted TPU film for inflatable structures.	A3, A7-A8
WABI SABI PLASTER	Lime Plaster — Matte Texture	XMWS-01	A2, A8-A12	Mineral lime plaster, matte finish.	A2, A8-A12
	Lime Plaster — Fine Grit	XMWS-02	A2, A8-A12	Fine-texture lime plaster.	A2, A8-A12
	Lime Plaster — Pressed Veil	XMWS-03	A2, A8-A12	Softly pressed lime plaster striation.	A2, A8-A12
WOOD	Light Ash Wood	XWD-01	A10, A12	Pale ash wood, custom cut.	A10, A12
FABRIC	Muslin	XFB-01	A5, A9-A11	Loosely woven cotton gauze with natural texture.	A5, A9-A11
	Natural Linen	XFB-02	A9, A11	Pale ash wood, custom cut.	A9, A11

/ AV SCHEDULE

TYPE	TAG	MODEL #	DESCRIPTION	INSTALL SPECS	IMAGE
Interactive Display	AV1	LH85WMBWLGCXZA	Samsung 85" Flip Pro WM85B	Tabletop Mount	
TV Screen	AV2	QN98Q7FAAFXZA	Samsung 98" Class QLED Q7F	Flush Wall-Mount	
Frame TV Screen	AV3	QN65LS03FWFXZA	Samsung 85" Class The Frame Pro	Flush Wall-Mount	
Touch Screen	AV4	CUSTOMIZABLE	Samsung Galaxy Tab S11 Ultra	Tabletop Mount	
Sound Bar	AV5	HW-Q990F/ZA	Samsung Q-Series Soundbar HW-Q990F	Under-Display Install	
Interactive LED Dome Display	AV6	CUSTOMIZABLE	Cosm Technology NanoSeam TM	Hard-wired to power	
LED Dome Display	AV7	CUSTOMIZABLE	AUO Micro LED Dome Display	Hard-wired to power	
Sewing Machine	AV8	SKU 230421112	SINGER Heavy Duty 4411 Sewing Machine	Extended to power	
Full HD Portable Projector	AV9	SP-LFF3CLAXXZA	Samsung The Freestyle 2nd Gen.	Extended to power	
Short Throw Projector	AV10	SP-LFF3CLAXXZA	Samsung The Premiere 9 4K Triple Laser Ultra	Extended to power	
Washing Machine	AV11	WF90F53ADSA5	Dark Steel - Samsung Bespoke AI Front Load Washer + Dryer	Hard-wired to power	
Washing Machine	AV12	BNDL-1657832568289	Brushed Navy - Samsung Bespoke AI Front Load Washer + Dryer	Hard-wired to power	
Washing Machine	AV13	BNDL-1657833433388	Silver Steel - Samsung Bespoke AI Front Load Washer + Dryer	Hard-wired to power	
Framed Full Length Smart Mirror	AV14	CUSTOMIZABLE	Google Assistant Smart Mirror - 32" Samsung QLED in a 60" X 30" X 2"	Extended to power	
Curve TV	AV15	UN55RU7300F	Samsung 55" Class RU7300 Curved Smart 4K UHD TV (2019)	Flush Wall-Mount	
Digital Microscope	AV16	UHM210-11	AmScope UHM210 Series1080p 2.0MP HDMI Digital Microscopeon 11" Articulating Arm	Mounted on Wall Support	

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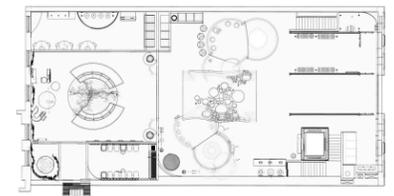


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DRAWING NAME :

AV SCHEDULE

DRAWING NO :

EX.02.04

/ LIGHTING SCHEDULE

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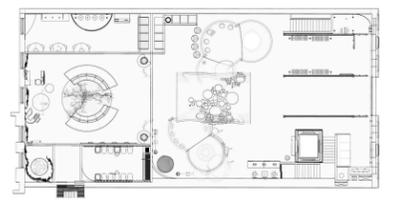
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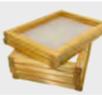
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DESIGNED BY : GIANELLE LEGER

DRAWING NAME :
LIGHTING SCHEDULE

DRAWING NO :
EX.02.05

TYPE	TAG	MODEL #	DESCRIPTION	SPECS	IMAGE
Track Lights	LT1	13846.023	ERCO Hi-Trac track with uplights.	Trailing edge dimmable	
Linear LED Tube	LT2	T24/830/LEDG2/RP	10-Watt 2 ft. A Plug Linear LED Tube Light	Input line voltage: 120-Volt	
Globe Pendant	LT3	Y-ZJD00111-1-B+MW	Light Nickel Globe Pendant Fixture with Milk Glass	Adjustable Hanging Length	
Globe Sconce	LT4	SC17138 PN	Polished Nickel Minimalist Globe Sconce	60W Max Bulb	
Bubble Chandelier	LT5	Custom Finish & Glass	The Light Factory Waterfall Bubble Chandelier	Dimmable G30 LED globe	
RBW Sconce	LT6	Medium- Julip Green	RBW Crepe Sconce, TRIAC / Forward Phase Control	10% Dimming, 120V Input	
Safety Pin Chandelier	LT7	Custom	Custom by Gianelle LEGER	Dimmable LED Bulb	
Wooden Sconce	LT8	White Oak	Lit Modern Design Surotto Sconce	Dimmable LED Bulb	
LED Strip	LT9	DCFLS-SCNEON-0408	Side Emitting 4mm Ultra Thin LED Flex Strip Lights	H	

/ ARTIFACT SCHEDULE

ARTIFACT	TAG	LOCATION	SOURCE	IMAGE
Worn-Out Basic Tee	D01	A01	Textile Recycling Bin	
Kantamanto Mystery Bales	D02	A01, A08	Textile resale importer sample wrap	
Landfill Textile / Garment Fragments	D03	A01	Sourced from global textile waste streams	
Mixed-Fiber Care Labels Chain	D04	A02	Unsellable garments, donation center	
Mismatched Socks Collection	D05	A02-A03	Laundromat lost-and-found	
Dryer Lint Microfiber Samples	D06	A05	Laundromat dryer trap	
ThredUp Digital Archive	D07	A05	ThredUp (online consignment and thrift store)	
Kantamanto Shipping Containers	D08	A00-A03, A12	Accra, Ghana surplus yard	
Overstock Fabric Rolls	D09	A11	Donation from overstock fashion brand	
Artist-Designed Silk Screen Filter	D10	A12	Collaboration with local printmakers	
Dye Test Gradient Strips	D11	A10	Dye lab sample discards	
Sun-Softened Linen Strips	D12	A09	Vintage linen scraps; Naturally dye in mint	
Digital Fashion Archives	D11	A06	The Museum at FIT + SUNY FIT Periodicals	

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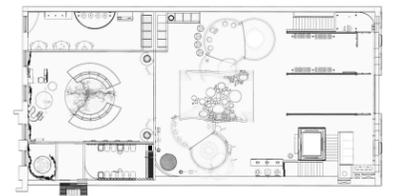


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DRAWING NAME :

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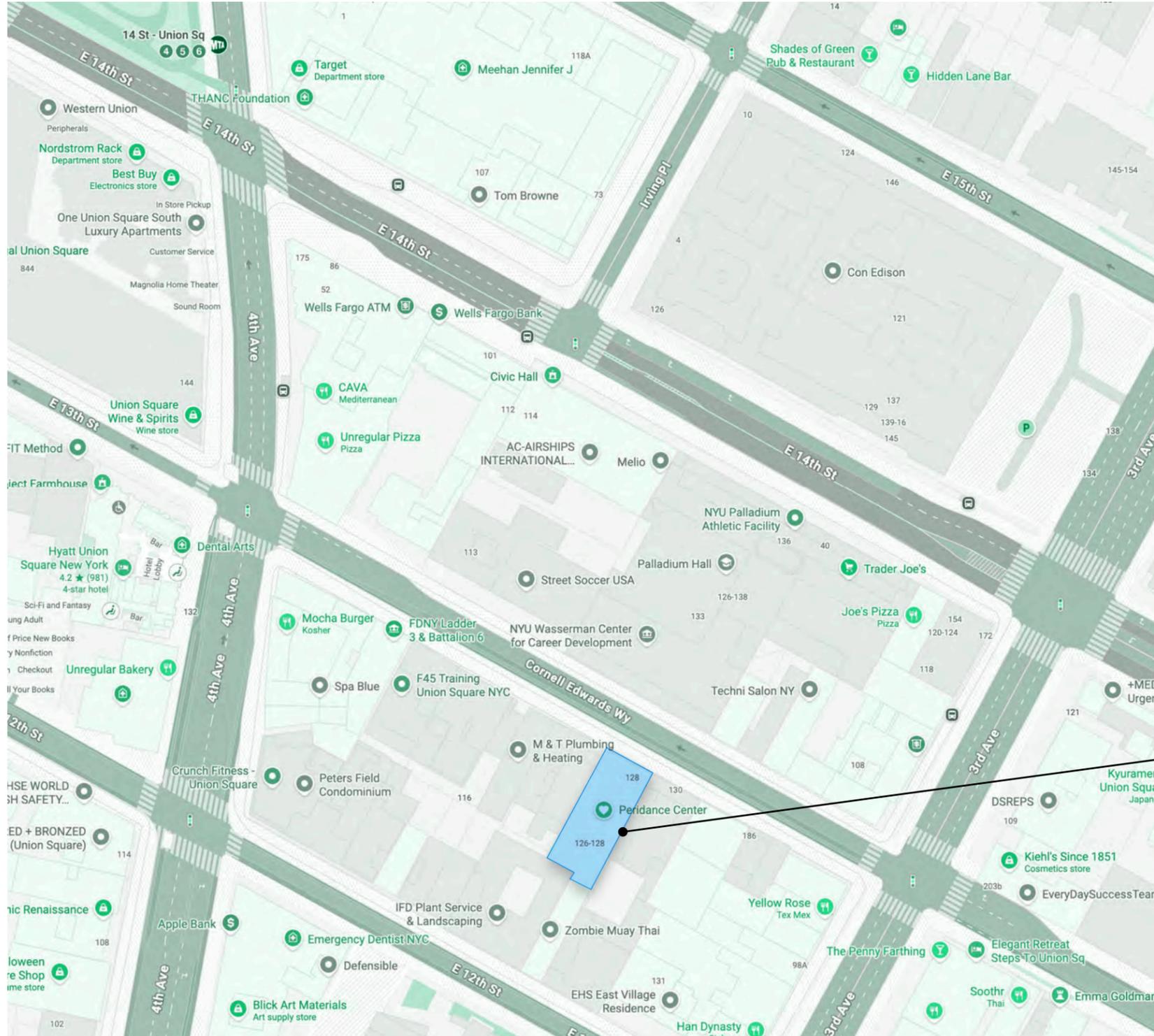
EX.02.06



EX.03.00

**PLANS &
SECTIONS**

SITE LOCATION PLAN



The site sits at the intersection of Greenwich Village, East Village, and Union Square, benefiting from heavy foot traffic and a dense mix of students, young professionals, and creatives who often lack in-unit laundry.

With NYU housing nearby and a culture of young renters, the location naturally supports steady demand for accessible laundry services and a space that also functions as a social hangout.

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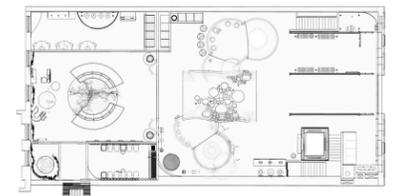
LOCATION :
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KEY PLAN :
GROUND



SCALE :
AS NOTED

DATE :
08 DEC 2025

STATUS :
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DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
SITE LOCATION PLAN

DRAWING NO :
EX.03.01

/ AREA PLAN

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de LEGER . co

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SUNY FIT

PROJECT : OVER/LOAD

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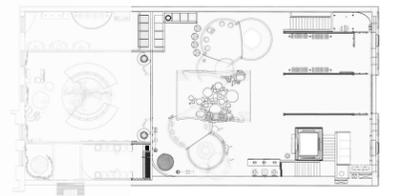
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GROUND



SCALE :
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DATE :
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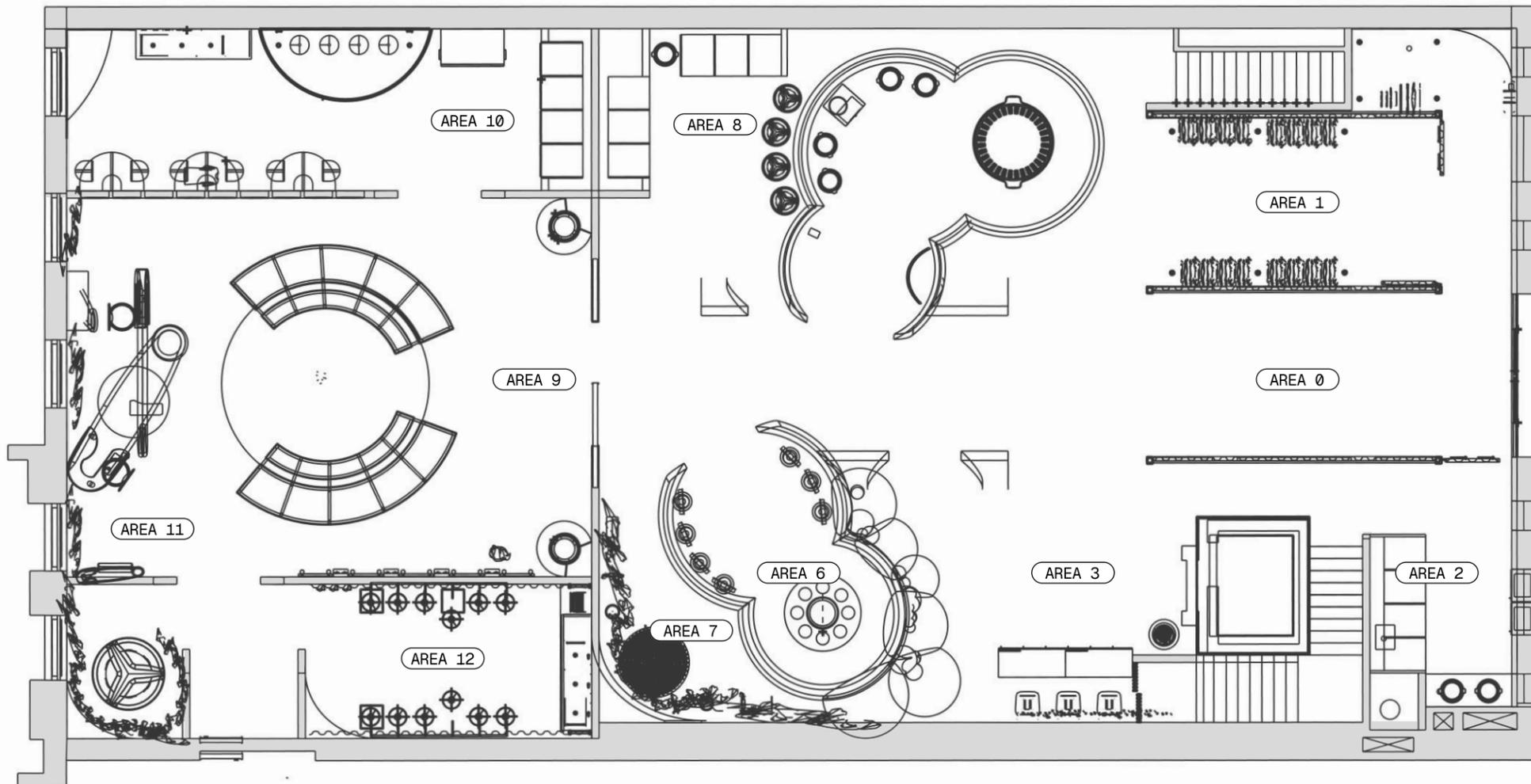
STATUS :
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DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
AREA PLAN

DRAWING NO :

EX.03.02



1 AREA PLAN
1" = 10' (1:120)

DIMENSION PLAN

PROJECT : OVER/LOAD

/LOAD

LOCATION :

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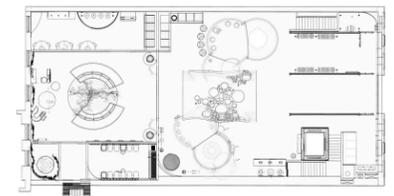


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KEY PLAN :

GROUND



SCALE :

AS NOTED

DATE :

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STATUS :

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DESIGNED BY :

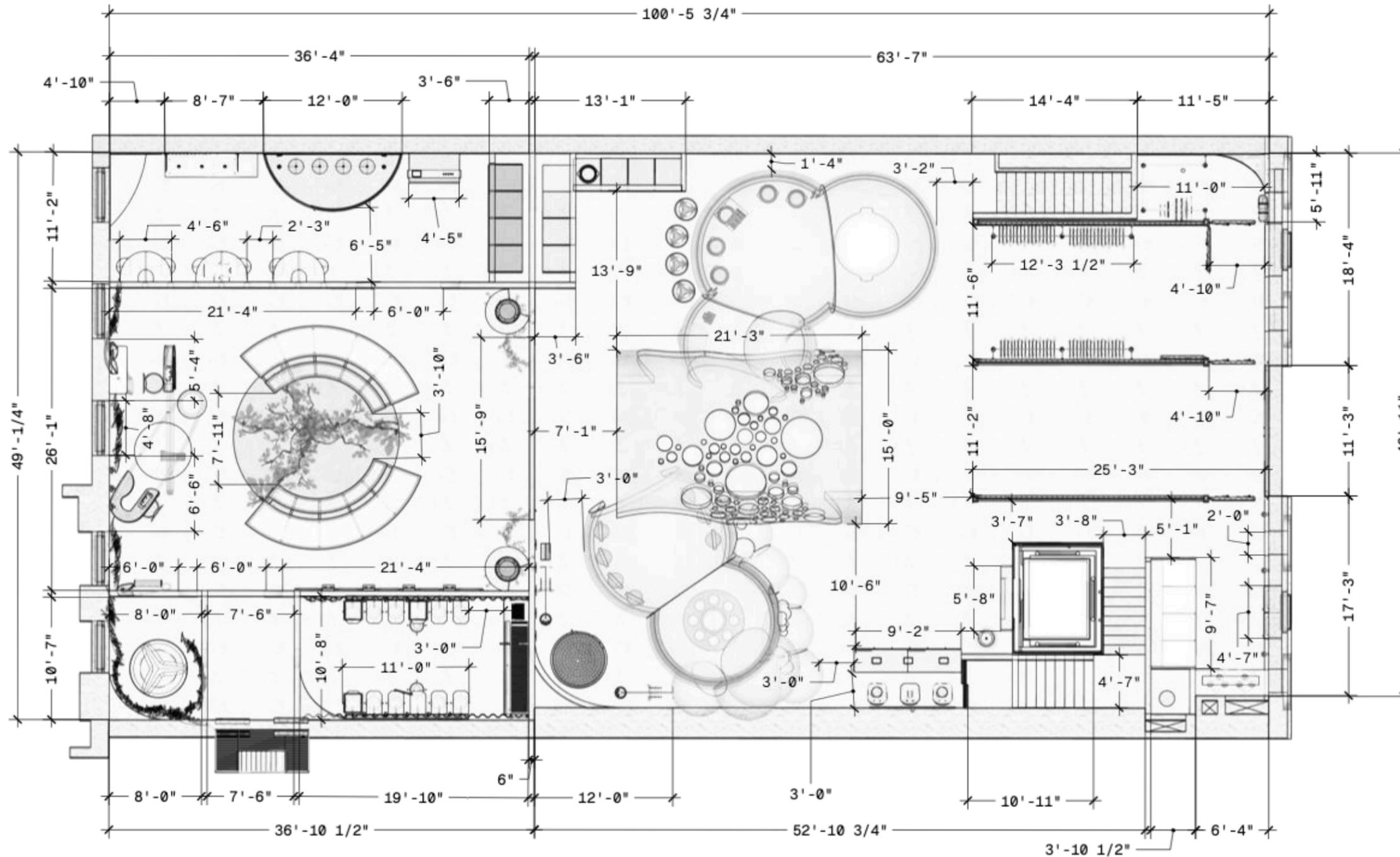
GIANELLE LEGER

DRAWING NAME :

DIMENSION PLAN

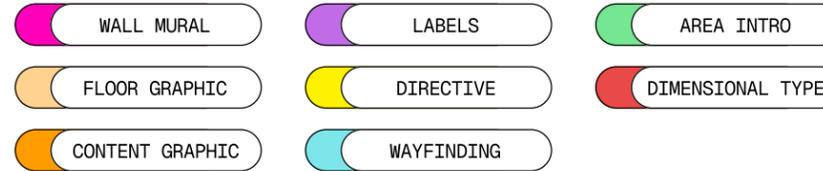
DRAWING NO :

EX.03.03



1 DIMENSION PLAN
1" = 10' (1:120)

GRAPHIC LOCATION PLAN



PROJECT : OVER/LOAD

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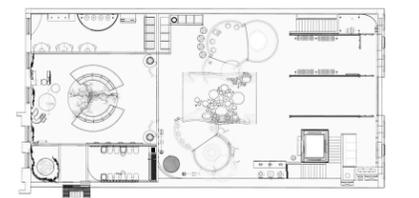
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KEY PLAN :
GROUND



SCALE :
AS NOTED

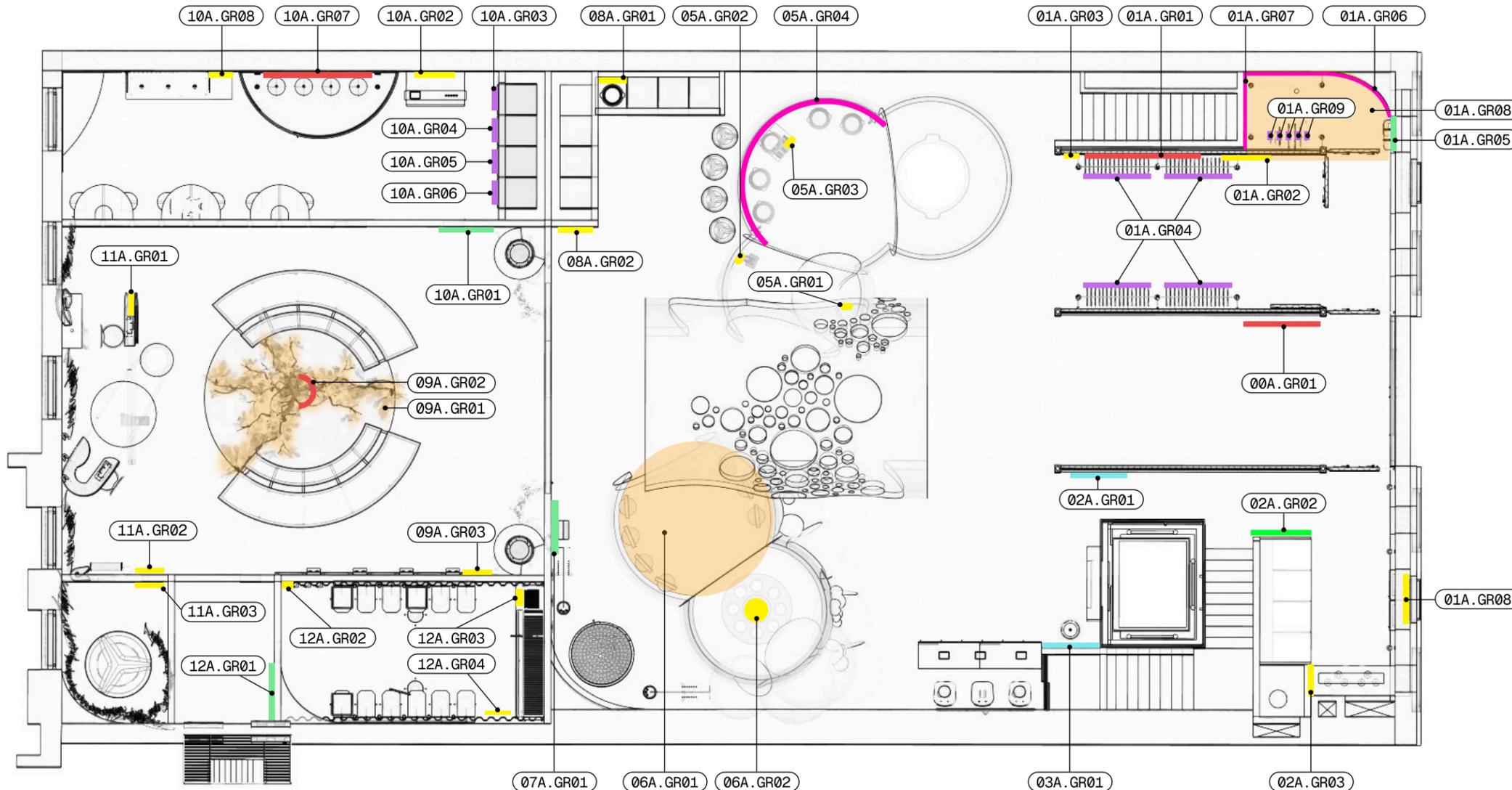
DATE :
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STATUS :
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DESIGNED BY :
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DRAWING NAME :
GRAPHIC LOCATION PLAN

DRAWING NO :
EX.03.04



1 GRAPHIC LOCATION PLAN
1" = 10' (1:120)

AV PLAN

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PROJECT : OVER/LOAD

/LOAD

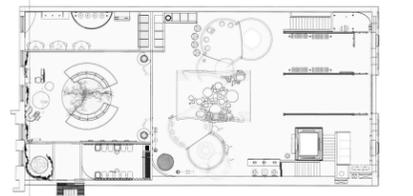
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KEY PLAN :
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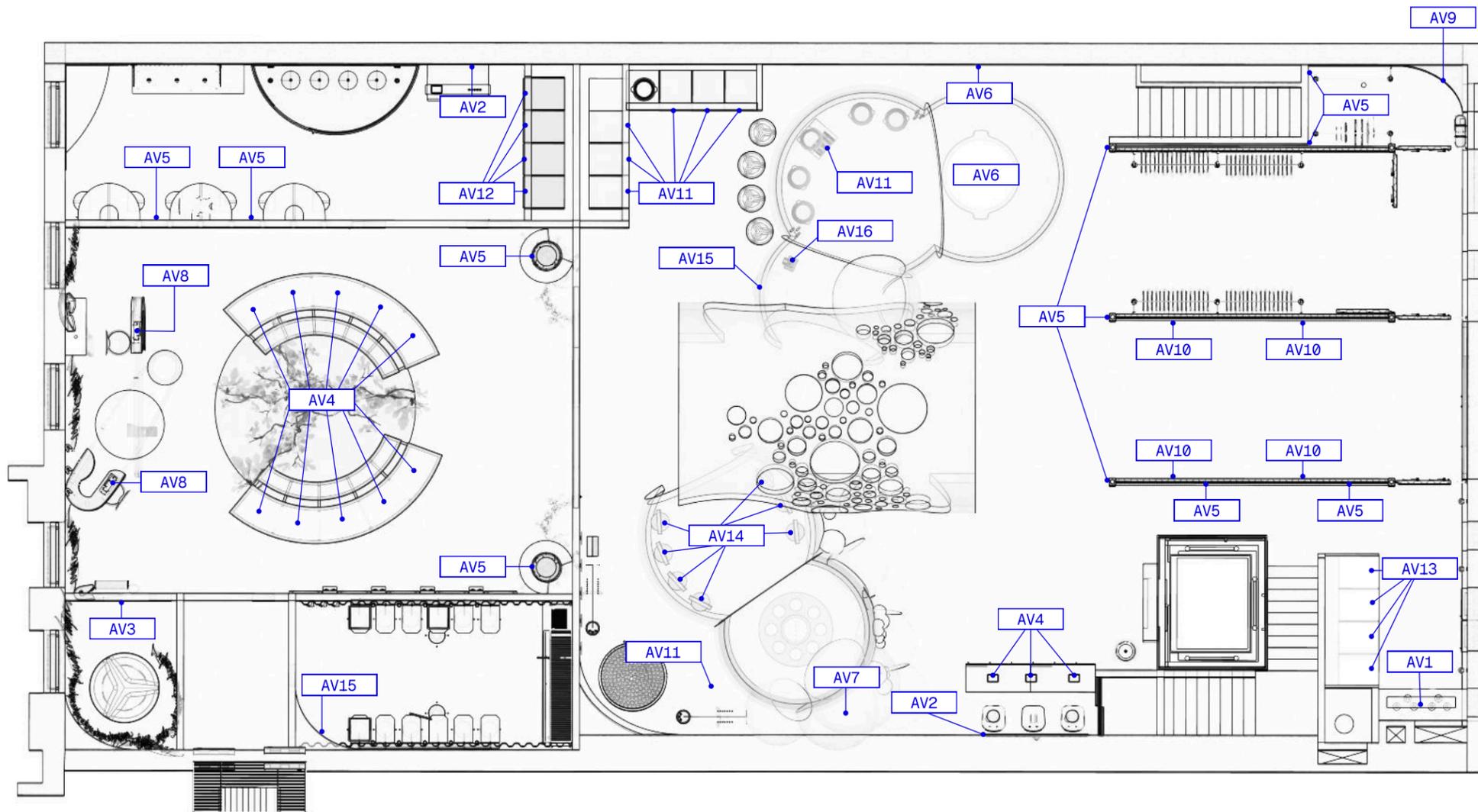
STATUS :
100 % DD

DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
AV PLAN

DRAWING NO :

EX.03.05



1 AV PLAN
1" = 10' (1:120)

LIGHTING PLAN

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de LEGER . co

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GRADUATE STUDIES
SUNY FIT

PROJECT : OVER/LOAD

/LOAD

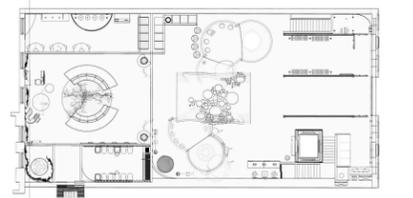
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KEY PLAN :
GROUND



SCALE :
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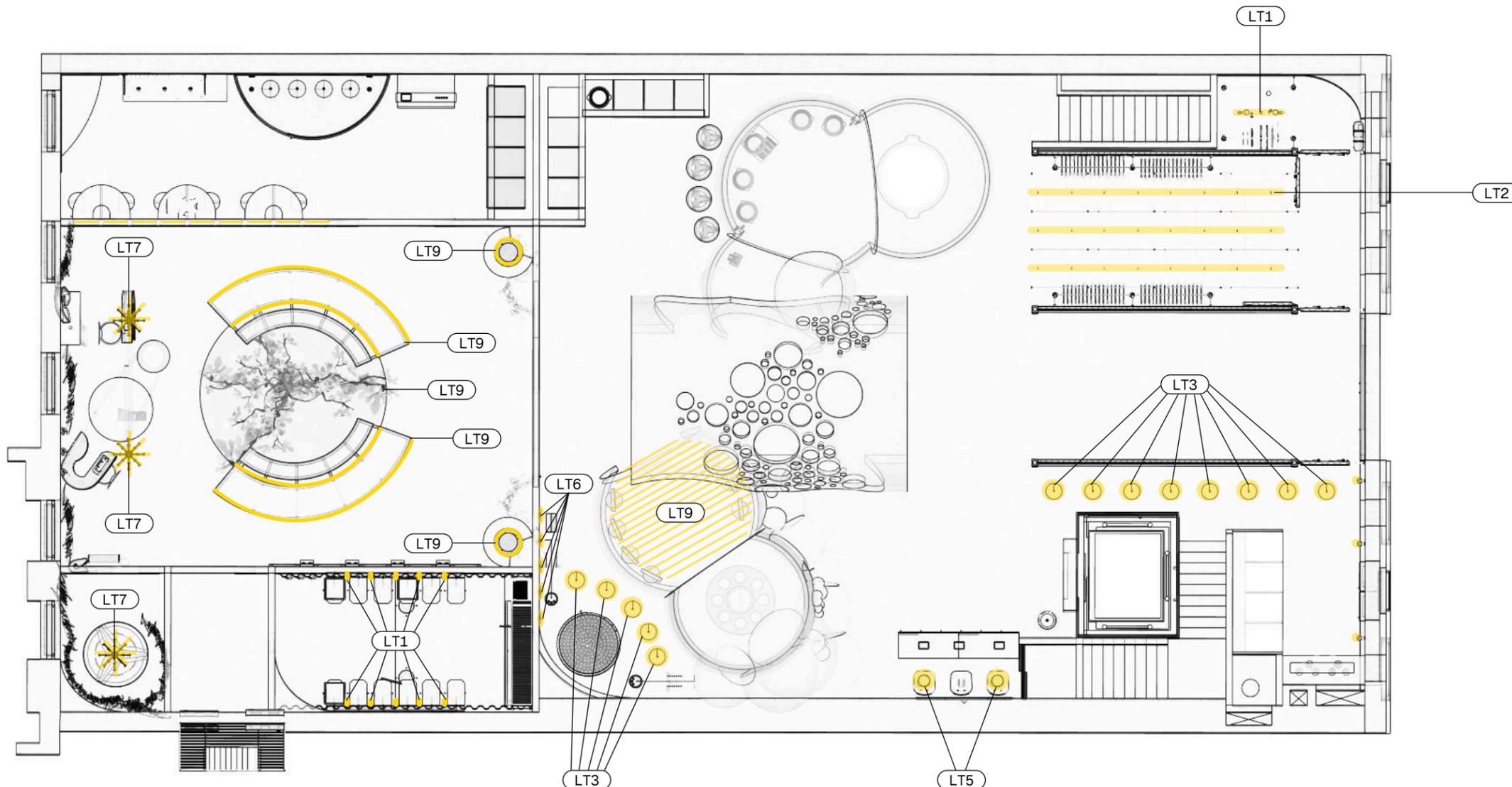
STATUS :
100 % DD

DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
LIGHTING PLAN

DRAWING NO :

EX.03.06



1 LIGHTING PLAN
1" = 10' (1:120)

SECTION PLAN

PROJECT : OVER/LOAD

/LOAD

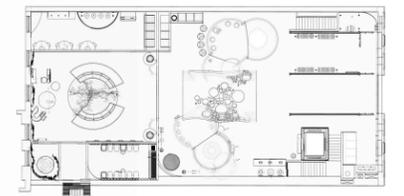
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KEY PLAN :
GROUND



SCALE :
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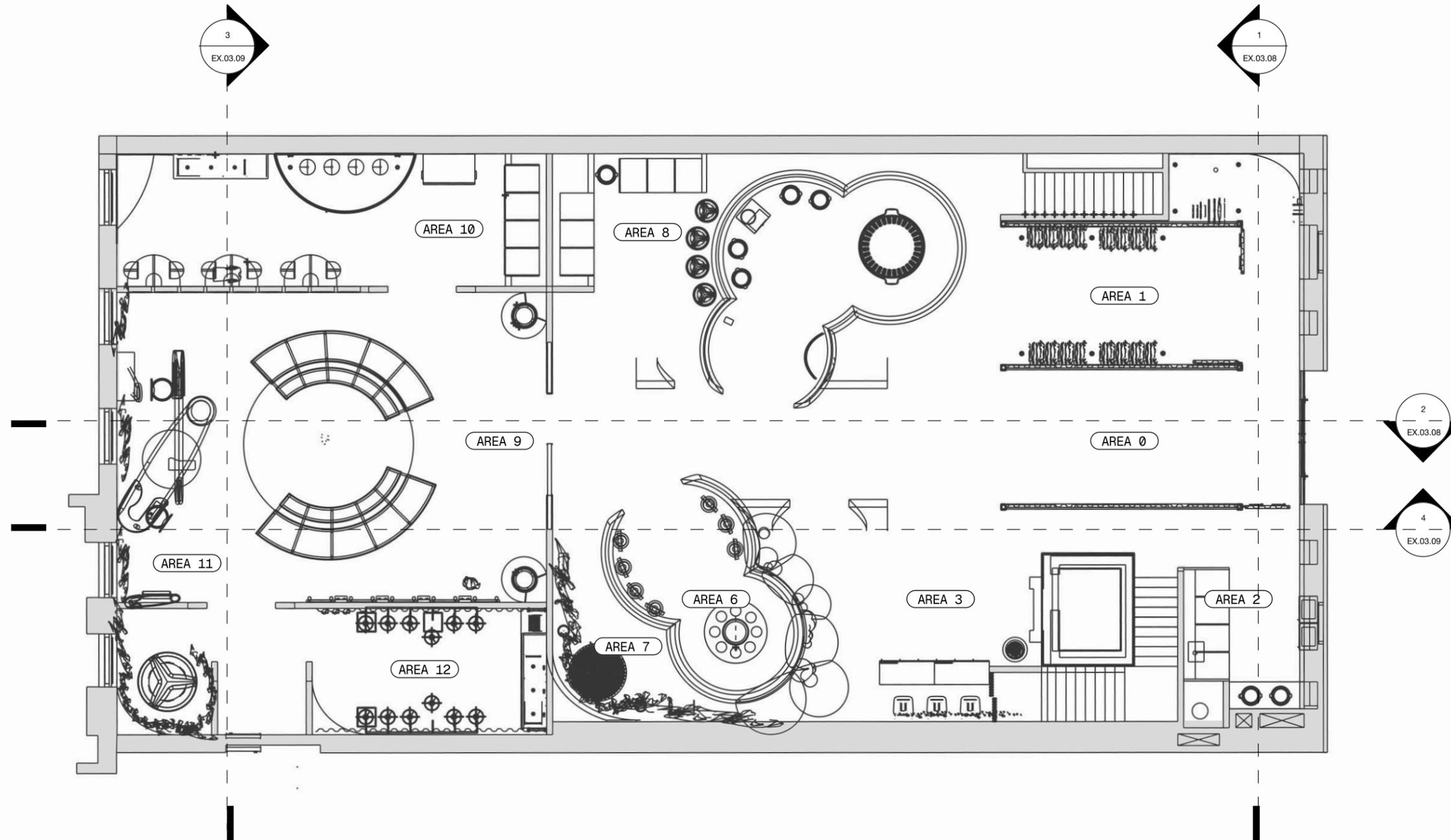
STATUS :
100 % DD

DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
SECTION PLAN

DRAWING NO :

EX.03.07



1 SECTION PLAN REFERENCE
1" = 10' (1:120)

EXHIBIT SECTIONS

PROJECT : OVER/LOAD

/LOAD

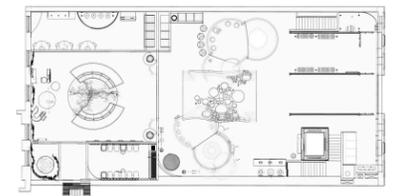
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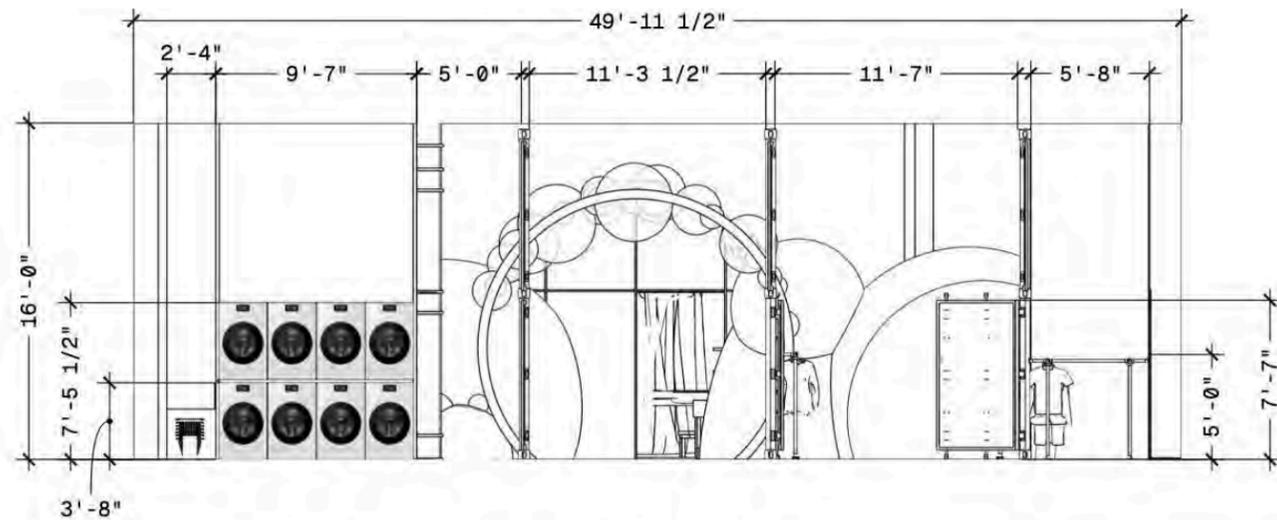
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DRAWING NAME :
EXHIBIT SECTIONS

DRAWING NO :

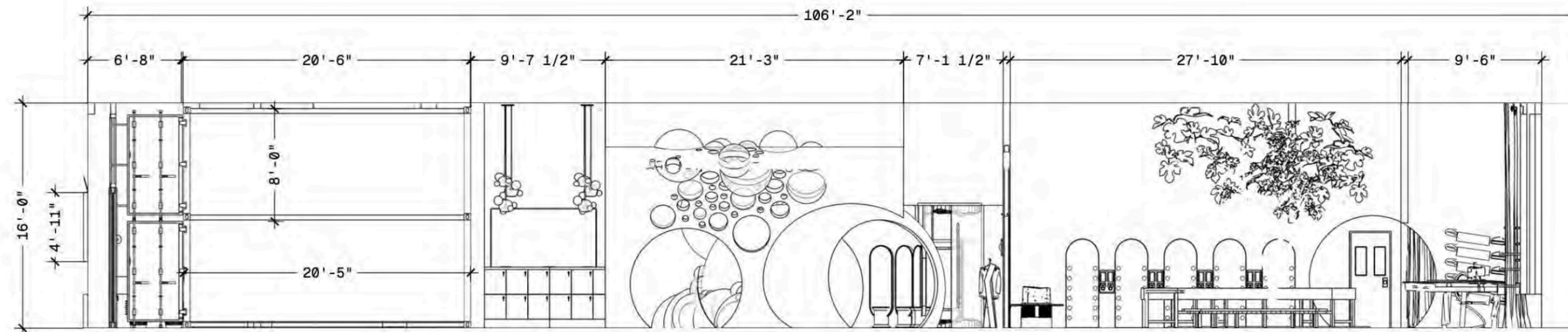
EX.03.08



1

CROSS SECTION

1/8" = 1'-0" (1:96)



2

SECTION PLAN

1/8" = 1'-0" (1:96)

EXHIBIT SECTIONS CONT.

PROJECT : OVER/LOAD

/LOAD

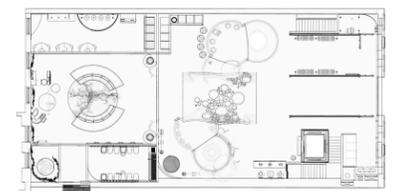
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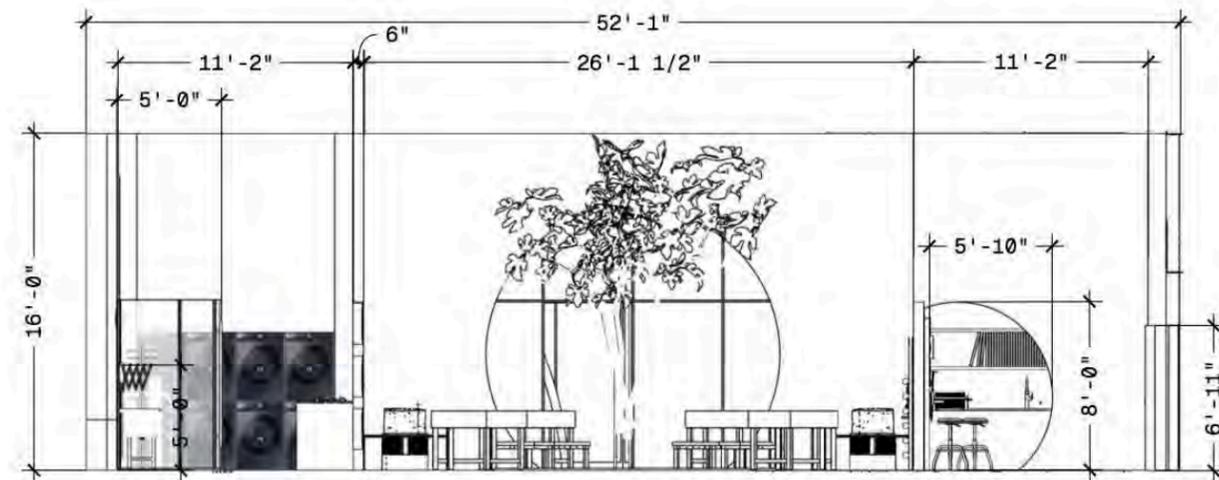
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DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
EXHIBIT SECTIONS CONT.

DRAWING NO :

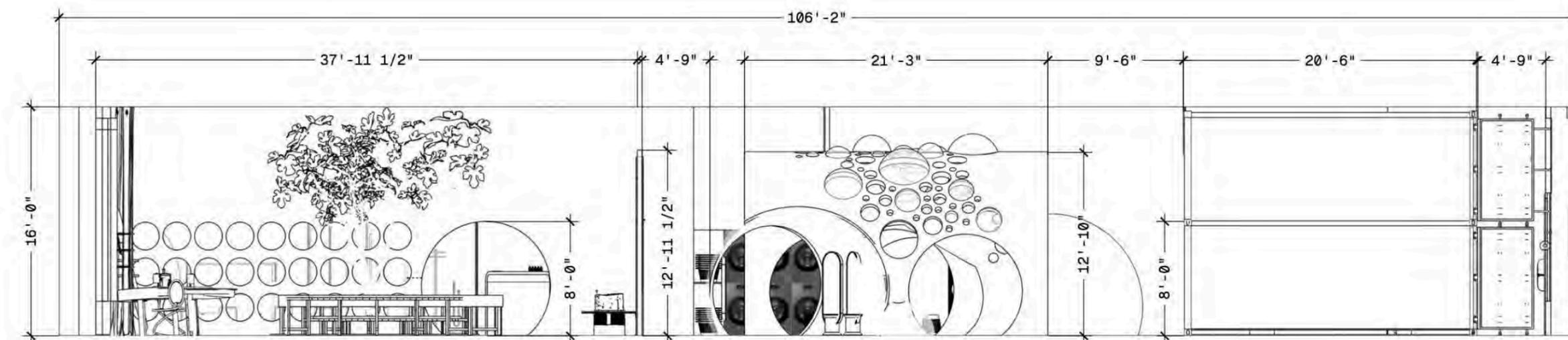
EX.03.09



3

CROSS SECTION

1/8" = 1'-0" (1:96)



4

SECTION PLAN

1/8" = 1'-0" (1:96)

/ CENTER STRUCTURE

PROJECT : OVER/LOAD

/LOAD

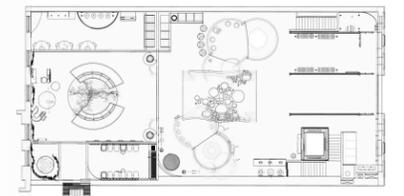
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KEY PLAN :
GROUND



SCALE :
AS NOTED

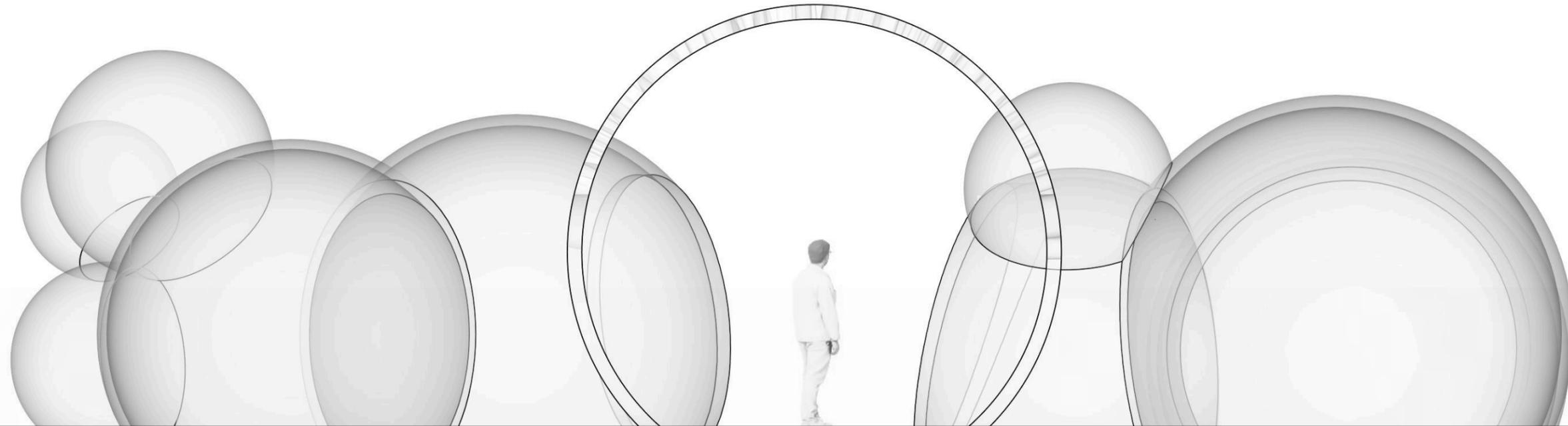
DATE :
08 DEC 2025

STATUS :
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DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
CENTER STRUCTURE

DRAWING NO :
EX.03.10



3

ELEVATION

1/4" = 1'-0" (1:48)



/ CENTER STRUCTURE CONT.

PROJECT : OVER/LOAD

/LOAD

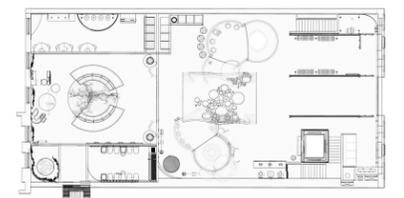
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KEY PLAN :
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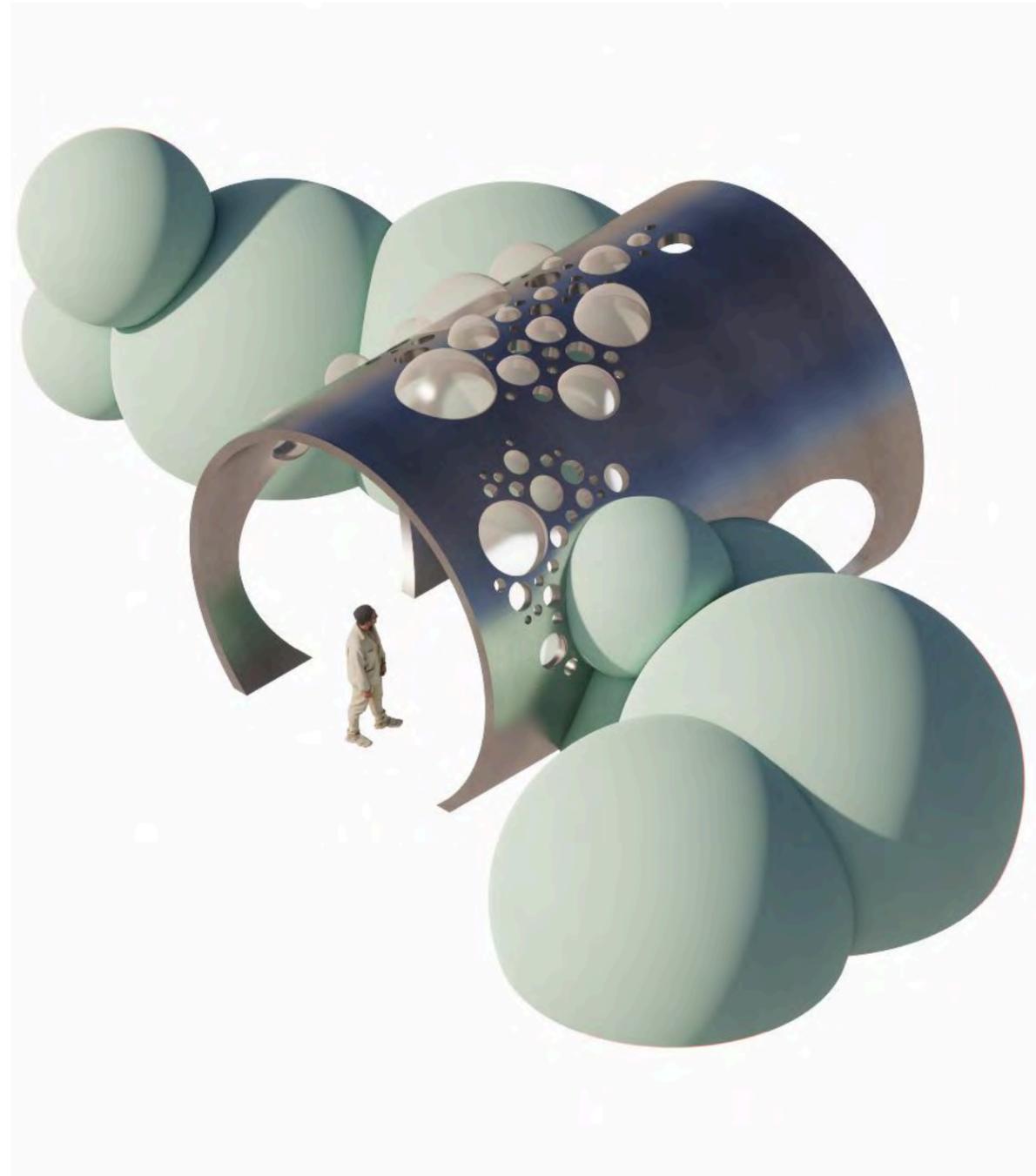
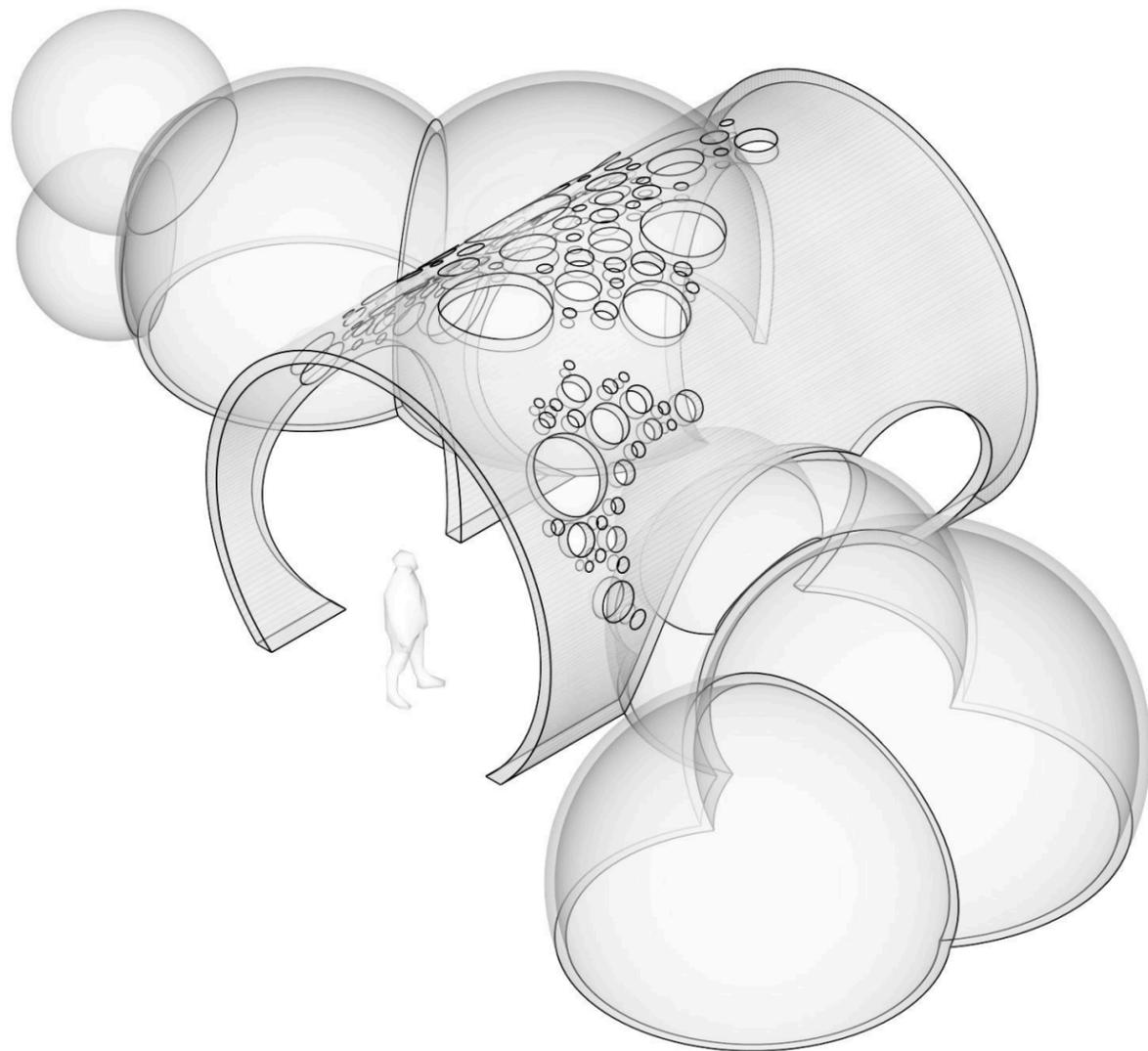
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DESIGNED BY :
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DRAWING NAME :
CENTER STRUCTURE CONT.

DRAWING NO :

EX.03.11

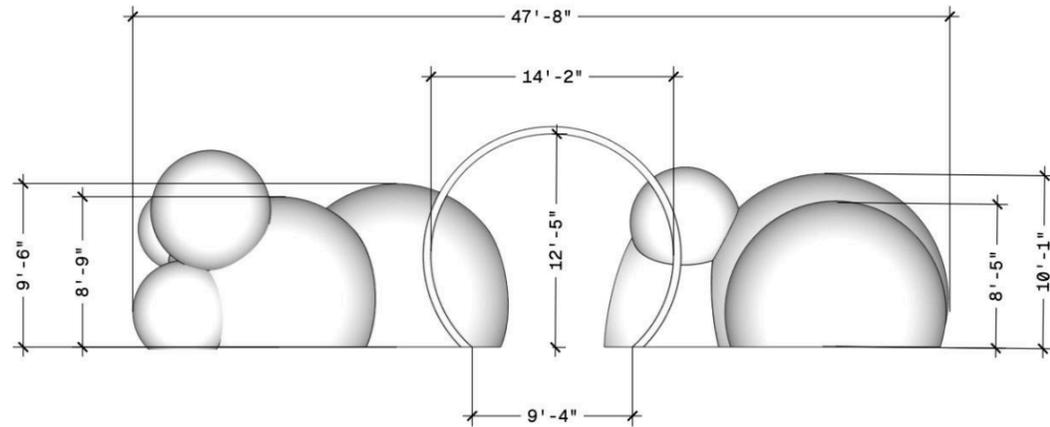


3

AXON VIEW

3/16" = 1'-0" (1:64)

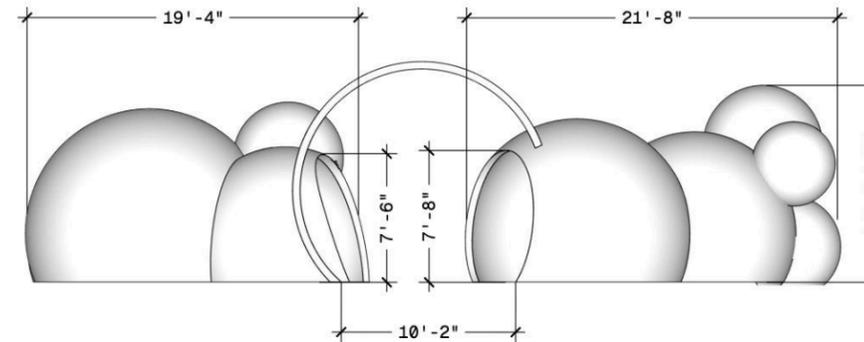
/ CENTER STRUCTURE SECTIONS



1

SECTION LOOKING NORTH

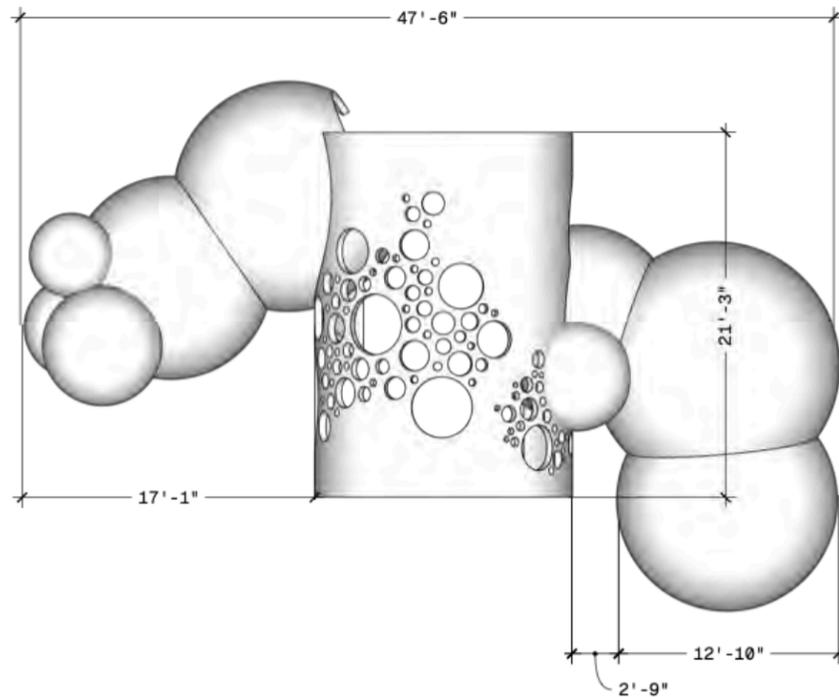
3/32" = 1'-0" (1:128)



2

SECTION LOOKING SOUTH

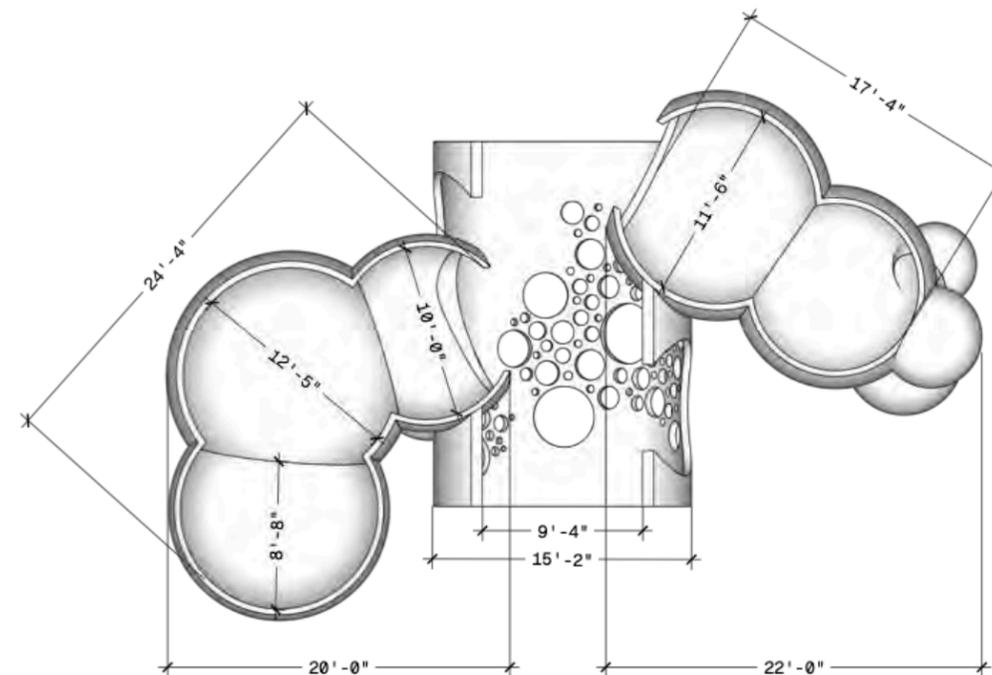
3/32" = 1'-0" (1:128)



3

TOP VIEW

3/32" = 1'-0" (1:128)



4

PLAN

3/32" = 1'-0" (1:128)

PROJECT : OVER/LOAD

/LOAD

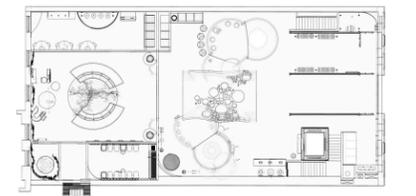
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KEY PLAN :
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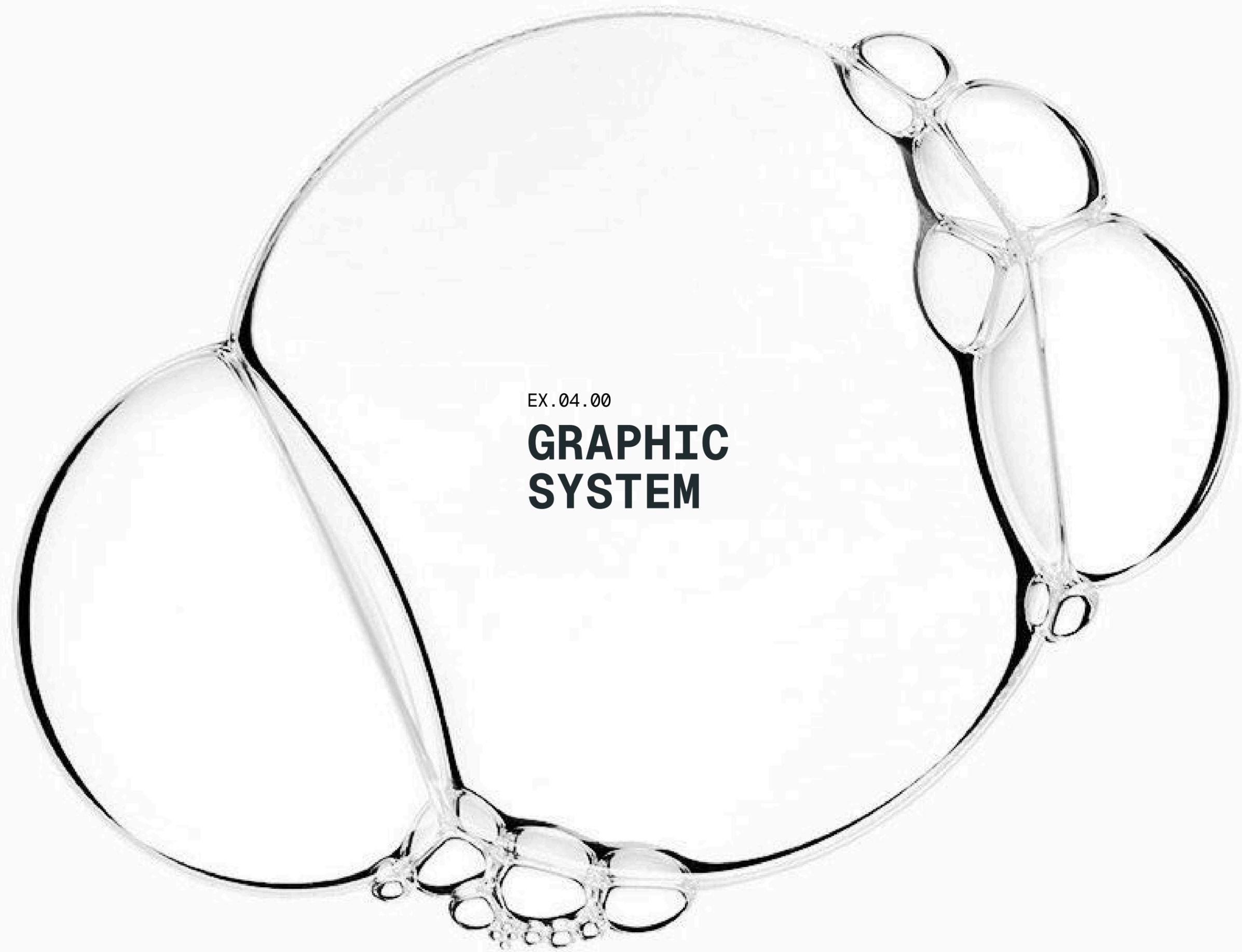
STATUS :
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DRAWING NAME :
CENTER STRUCTURE SECTIONS

DRAWING NO :

EX.03.12



EX.04.00

**GRAPHIC
SYSTEM**

/ VISUAL COMMUNICATION BRIEF

The graphic approach for OVER / LOAD reflects **a quiet, utilitarian elegance inspired by slow consumption** and Japanese Wabi Sabi principles. The look and feel merge industrial clarity with human softness, echoing the rhythm of cleansing and renewal.

The art direction mirrors the circular motion of washing machines and the philosophy of continual renewal. Overall, the design language invites calm reflection within a space that feels both mechanical and meditative, transforming an everyday routine into an act of care.

- Tone :**
- _Industrial
 - _Elegant
 - _Gritty
 - _Humanistic
 - _Logical
 - _Meditative
 - _Cyclical
 - _Fluid
 - _Systemic
 - _Restorative
 - _Fresh
 - _Genuine
 - _Futuristic
 - _Liberating



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SUNY FIT

PROJECT : OVER/LOAD

/LOAD

LOCATION :

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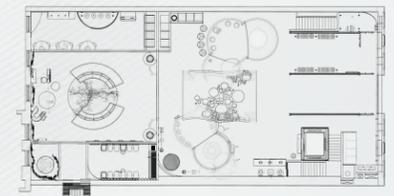


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KEY PLAN :

GROUND



SCALE :

AS NOTED

DATE :

08 DEC 2025

STATUS :

100 % DD

DESIGNED BY :

GIANELLE LEGER

DRAWING NAME :

VISUAL COMMUNICATION BRIEF

DRAWING NO :

EX.04.01

/ GRAPHIC TONE

Raw, authentic, and playful, with a focus on imperfection and lived-in texture. It's honest, tactile, and a little gritty, reflecting wear, history, and personality rather than polished perfection.

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PROJECT : OVER/LOAD

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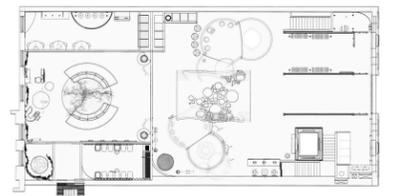
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KEY PLAN :
GROUND



SCALE :
AS NOTED

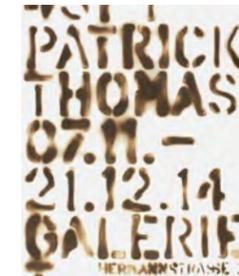
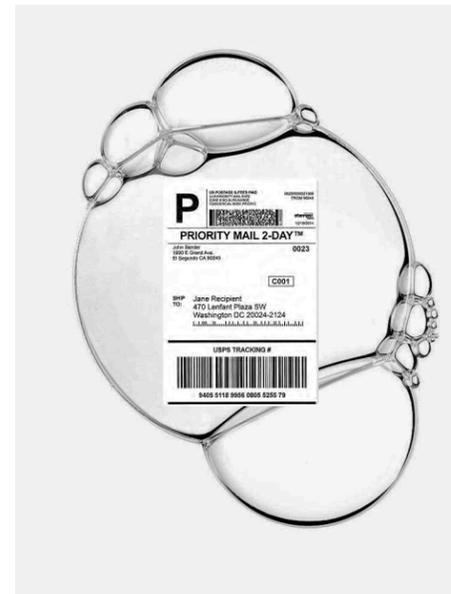
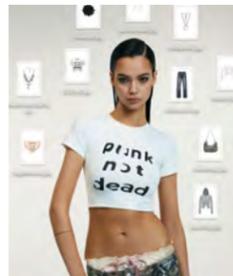
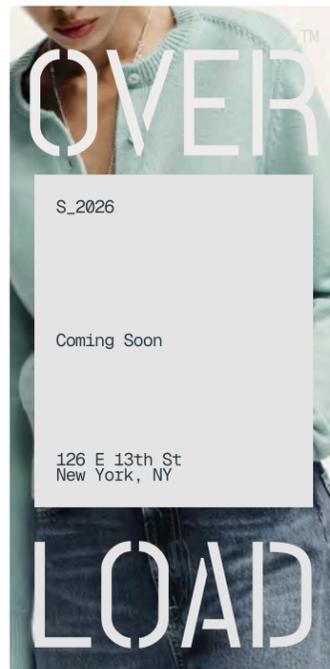
DATE :
08 DEC 2025

STATUS :
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DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
GRAPHIC TONE

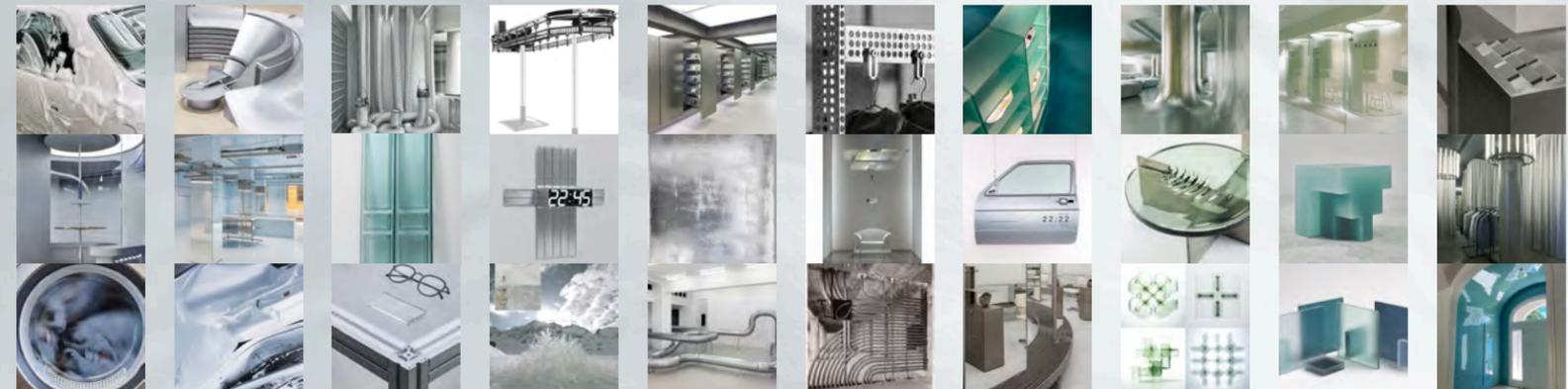
DRAWING NO :
EX.04.02



/ MATERIAL TONE

Combining industrial strength with a sense of cleanliness and renewal, the materials create a space that feels functional, fresh, and quietly restorative.

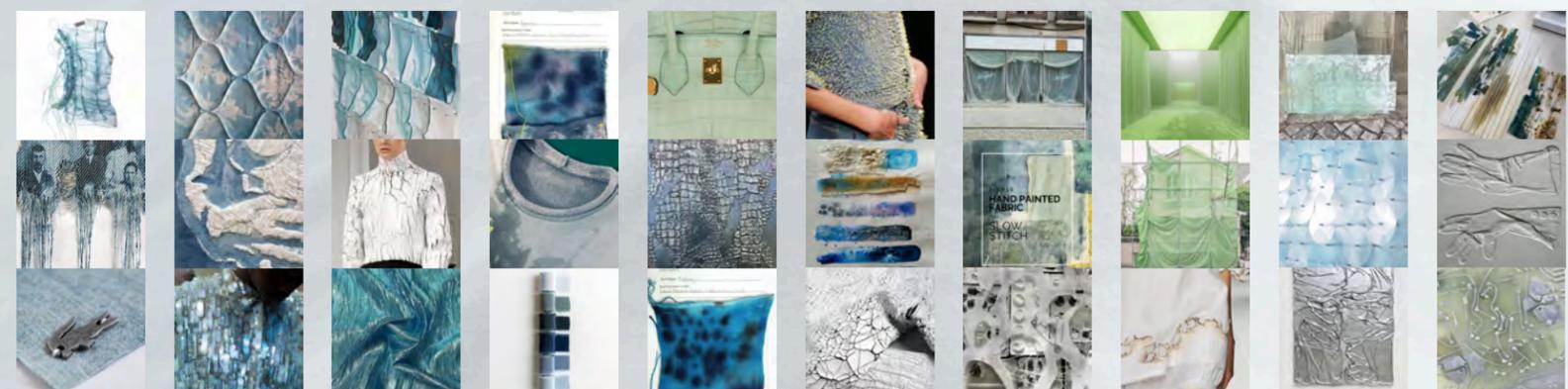
Soft mint and gray tones reference detergent hues and protective sheeting, balancing the raw with the refined. Concrete, plaster, and stone bring weight and honesty, while translucent glass, resin, and coated metal evoke reflection, and care.



👑 _Primary

Cold Rinse

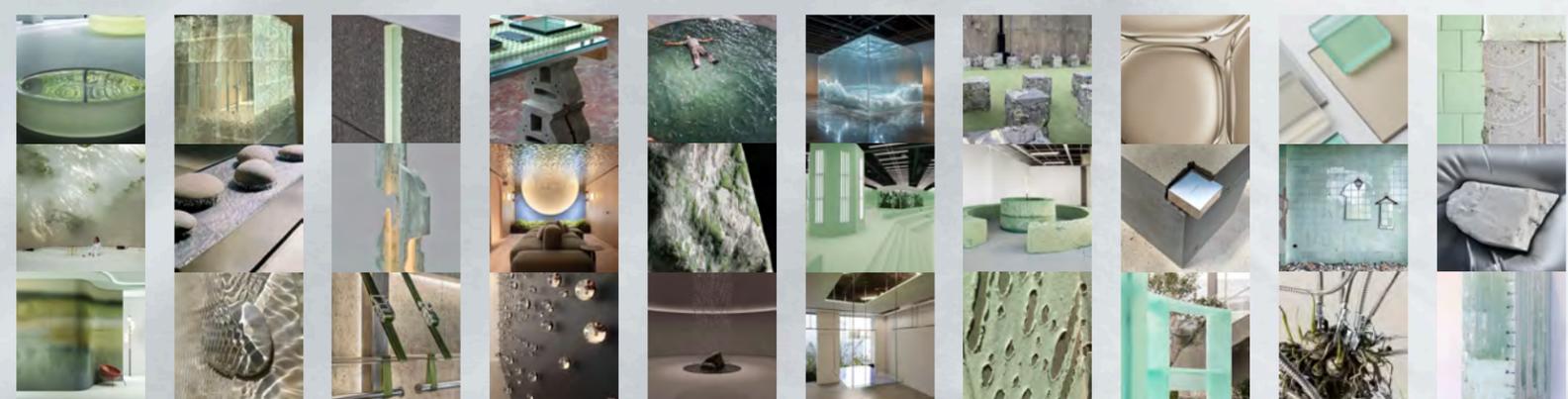
A modern crisp, conscious, squeaky clean, sterilized, futuristic, transparent, logical laundromat.



👑 _Secondary

Fabric Softener

Textiles intertwine and reflect our stories and soft memories. Let's wear that narrative to the forefront.



👑 _Tertiary

Warm & Delicate

Think of warm clothes out of the dryer being sprinkled over you by a loved one. The warm human touch a dryer tries to replicate.

PROJECT : OVER/LOAD

/LOAD

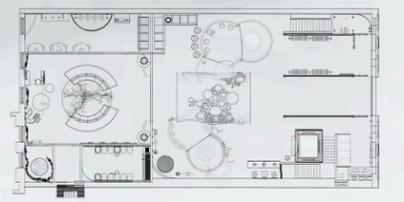
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KEY PLAN :
GROUND



SCALE : AS NOTED
DATE : 08 DEC 2025

STATUS : 100 % DD
DESIGNED BY : GIANELLE LEGER

DRAWING NAME :
MATERIAL TONE

DRAWING NO :
EX . 04 . 03

/ LOGO SYSTEM

/ In-Line

— Stacked

The OVER/LOAD identity is designed as a framework that expands and contracts with its content. The slash (“/”) operates as a dynamic placeholder, constantly shifting to reflect what is currently “overflowing” within the laundromat.

Whether it’s events, campaigns, seminars, or fresh collabs, the slash absorbs what’s in flux, making the system flexible and responsive to change.

OVER
LOAD

OVER
stretch
LOAD

OVER
100 % COTTON
30° ● ✕
Care slowly.
Let time soften the fibers.
Let love mend the seams.
LOAD

OVER
Make “less” mean more.
LOAD

OVER / LOAD™

/ LOAD™

O / L™

OVER
LOAD™

LOAD™

O
L™

A Copy Application

B Photo Application

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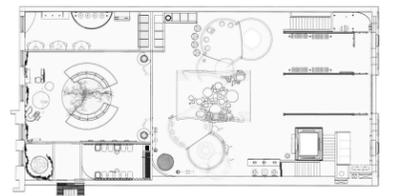


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KEY PLAN :

GROUND



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DATE :

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STATUS :

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DESIGNED BY :

GIANELLE LEGER

DRAWING NAME :

LOGO SYSTEM

DRAWING NO :

EX.04.04

/ TYPE SYSTEM

The type should balance utility and expression, move fluidly between worn and new, human and industrial. The typographic tone forms a language that feels gritty yet precise, familiar yet radically fresh.

XX Display / Interpretive

CUSTOM



X Display / Weathered & Aged

WORN



Legible / Fresh, Open Grid Sans

CLEAN



Experimental / Clean Future

POP TAGS



Functional, sans-serif lettering grounded in readability and care

The typography is kept structurally utilitarian and raw to mirror the balance between function and feeling.

Display
96 px
0 %
Tudor Victors
1 Weight

NEU LAUNDRY

H1
96 px
0 %
Post No Bills Colombo
5 Weights — Medium

/ LOAD_13th

H2
48 px
-4 %
Fustat
7 Weights — Regular

Fuzzy quilts, worn jeans, and bright oxford shirts slowly dry below humming vents, making space for mindful care.

H3
32 px
-4 %
Geist Mono
9 Weights — Regular

Fresh linen slowly drifts through quiet cycles of care.

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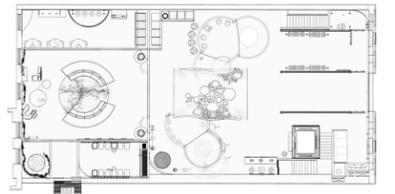
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DRAWING NAME :
TYPE SYSTEM

DRAWING NO :

EX.04.05

/ TYPE SYSTEM CONT.

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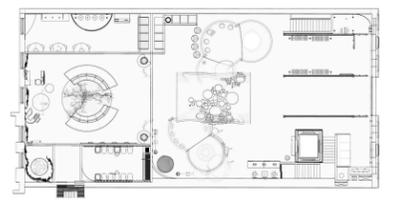
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DRAWING NAME :
TYPE SYSTEM CONT.

DRAWING NO :
EX.04.06

H0 – XX Display
Interpretive

H1 – X Display
Weathered & Aged

H2 – Legible
Fresh, Open Grid Sans

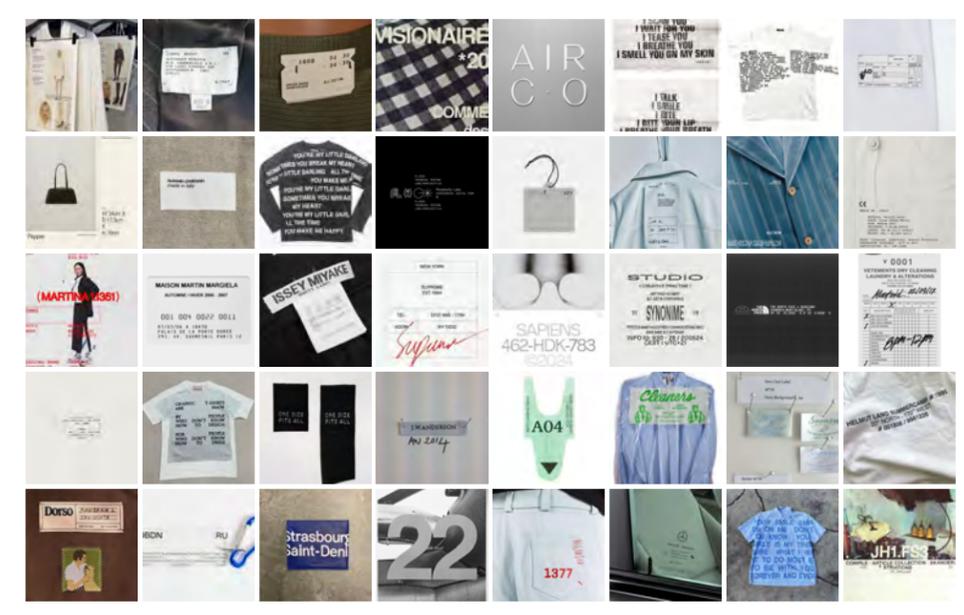
H2 – Legible
Clean Future

CUSTOM

WORN

CLEAN

POP TAGS



What's the fun in squeaky clean without a little bit of grime?

Have the type reflect age, wear, tear, and "keep it real" authenticity. Display the past, present, and future of laundry and caring for garments.

Honestly, the type should feel honest.

/ COLOR SYSTEM

Blend of soft, laundered blues and greens with grounded neutrals to evoke a sense of airy cleanliness and mindful consumption.

It feels fresh yet responsible with balancing clarity, calm, and a subtle nod to the lifecycle of materials.

<h2>Wabi</h2> <p>RGB 173, 195, 180 CMYK 11, 0, 8, 24 HEX #ADC3B4 PANTONE 14-5707 TCX</p>		<h2>Changes</h2> <p>RGB 188, 219, 211 CMYK 14, 0, 4, 14 HEX #BCDBD3 PANTONE 12-5808-TCX</p>		<h2>Fibre</h2> <p>RGB 210, 232, 223 CMYK 9, 0, 4, 9 HEX #D2E8DF PANTONE 12-5407 TCX</p>	
<h2>Landfill</h2> <p>RGB 163, 169, 166 CMYK 4, 2, 0, 34 HEX #A3A9A6 PANTONE 15-4306 TCX</p>		<h2>Neue Carbon</h2> <p>RGB 38, 41, 52 CMYK 27, 21, 0, 80 HEX #262934 PANTONE 19-3922 TCX</p>		<h2>Clean Aire</h2> <p>RGB 181, 206, 223 CMYK 19, 8, 0, 13 HEX #B5CEDF PANTONE 13-4200 TCX</p>	
		<h2>Detergent</h2> <p>RGB 108, 160, 185 CMYK 42, 17, 0, 27 HEX #6CA0B9 PANTONE P 117-12 C</p>		<h2>Eco Ethics</h2> <p>RGB 249, 246, 231 CMYK 0, 1, 7, 2 HEX #F9F6E7 PANTONE P 1-2 C</p>	

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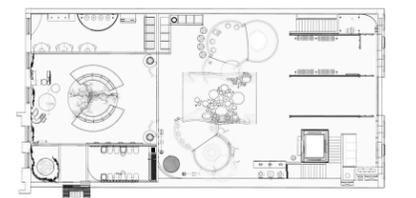
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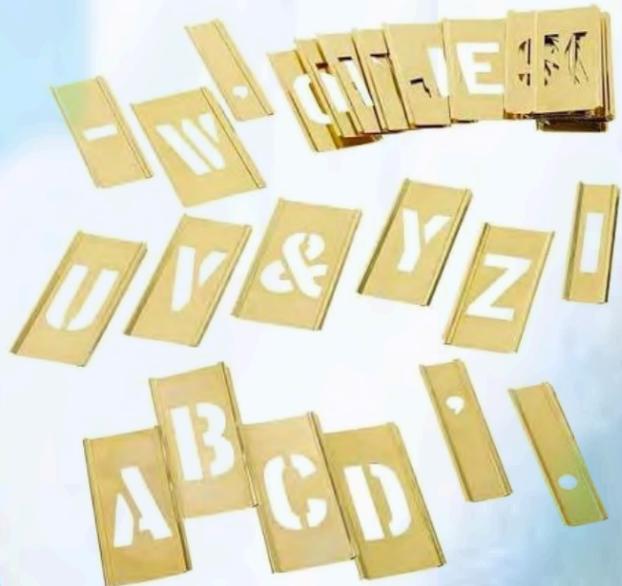
DRAWING NAME :
 COLOR SYSTEM

DRAWING NO :
EX.04.07

ICONOGRAPHY

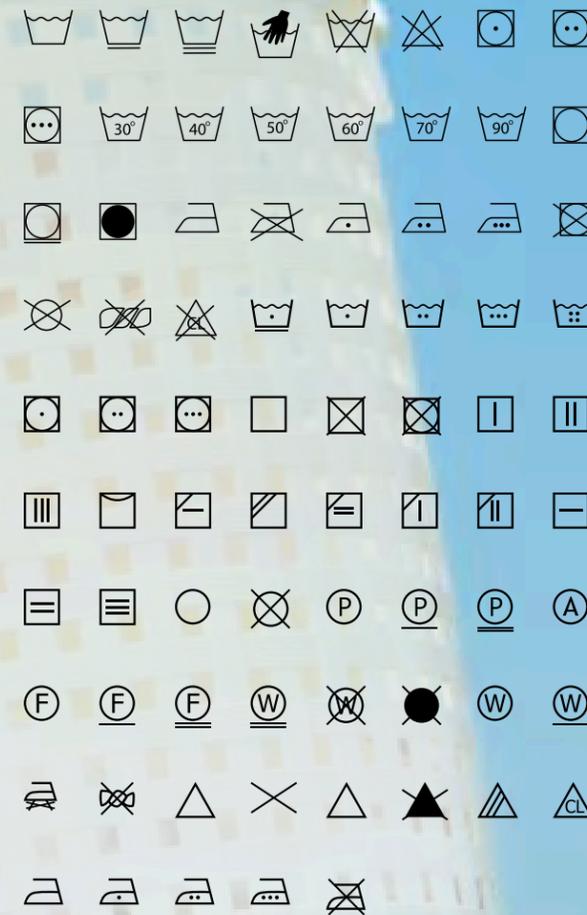
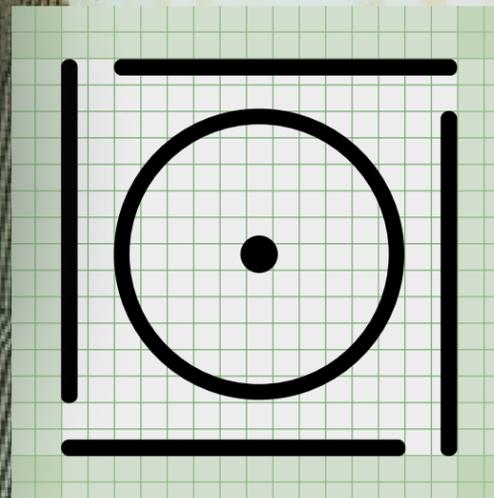
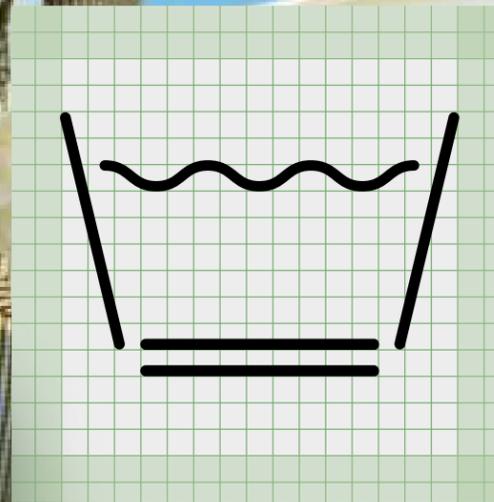
The laundry icons will be redesigned to align with the Post No Bills Colombo font family: bold, utilitarian, and easily legible.

Each symbol adopts the same industrial sharpness and weight, allowing for clean stencil application with spray paint. This ensures visual consistency across signage while reinforcing the project's raw and functional aesthetic.



Machine Wash
Permanent Press
450 px
1:1

Low Heat
450 px
1:1



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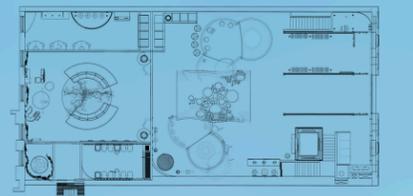
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DRAWING NAME :
ICONOGRAPHY

DRAWING NO :

EX.04.08

/ AREA INTRO SYSTEM

Using suspended garments as the communication system for each area, this system utilizes familiar essentials to replace traditional signage.

This approach aligns with the laundry-focused narrative and critiques overconsumption by delivering clear, tactile information without adding unnecessary material.

Icon Laundry Symbol
H1 Post No Bills Colombo — Bold

H2 Geist Mono — Black
Body Fustat — Semi Bold


**NUE
 HUE**

CARE CAN BE COLORFUL
 Alter your garment with color that feels true to you.
 Mark it, dye it, splatter it. Shift without replacing.



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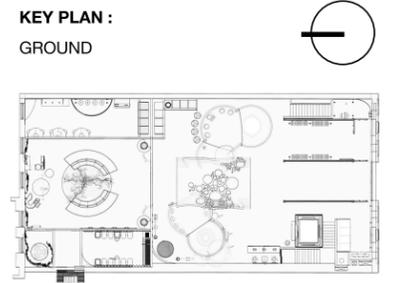
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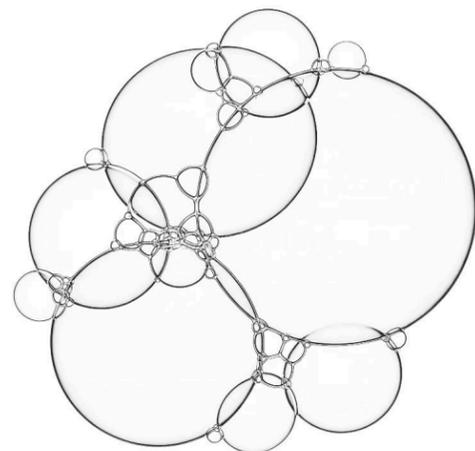
STATUS :
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DESIGNED BY :
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DRAWING NAME :
 AREA INTRO SYSTEM

DRAWING NO :
EX . 04 . 09

/ DIRECTIVE GRAPHICS



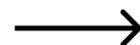
FIXED MESSAGING

Permanent directive graphics take the form of soap bubbles—layered clear acrylic circles in varying tints from the project palette. Laser-etched content appears to float and overlap, creating a consistent visual anchor throughout the space.



SLOT MESSAGING SYSTEM

Interchangeable circular message boards slide into bubble-cluster frames. Printed on lightweight, durable PVC or Sintra, they use a tongue-and-groove slot for easy, tool-free updates, keeping the bubble motif while allowing quick message changes.



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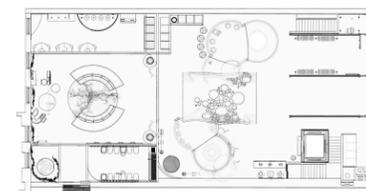


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KEY PLAN :

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DESIGNED BY :

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DRAWING NAME :

DIRECTIVE GRAPHICS

DRAWING NO :

EX.04.10

GRAPHIC HIERARCHY

SQUEAKY CLEAN

A soft mint palette guides the eye through a Wabi-Sabi, modern system. Layered, bubbly forms create a clean, approachable flow, balancing subtle imperfection with clarity and playfulness.

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/LOAD

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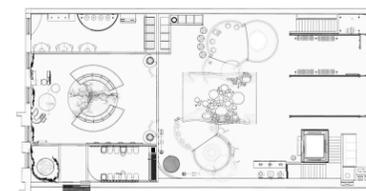


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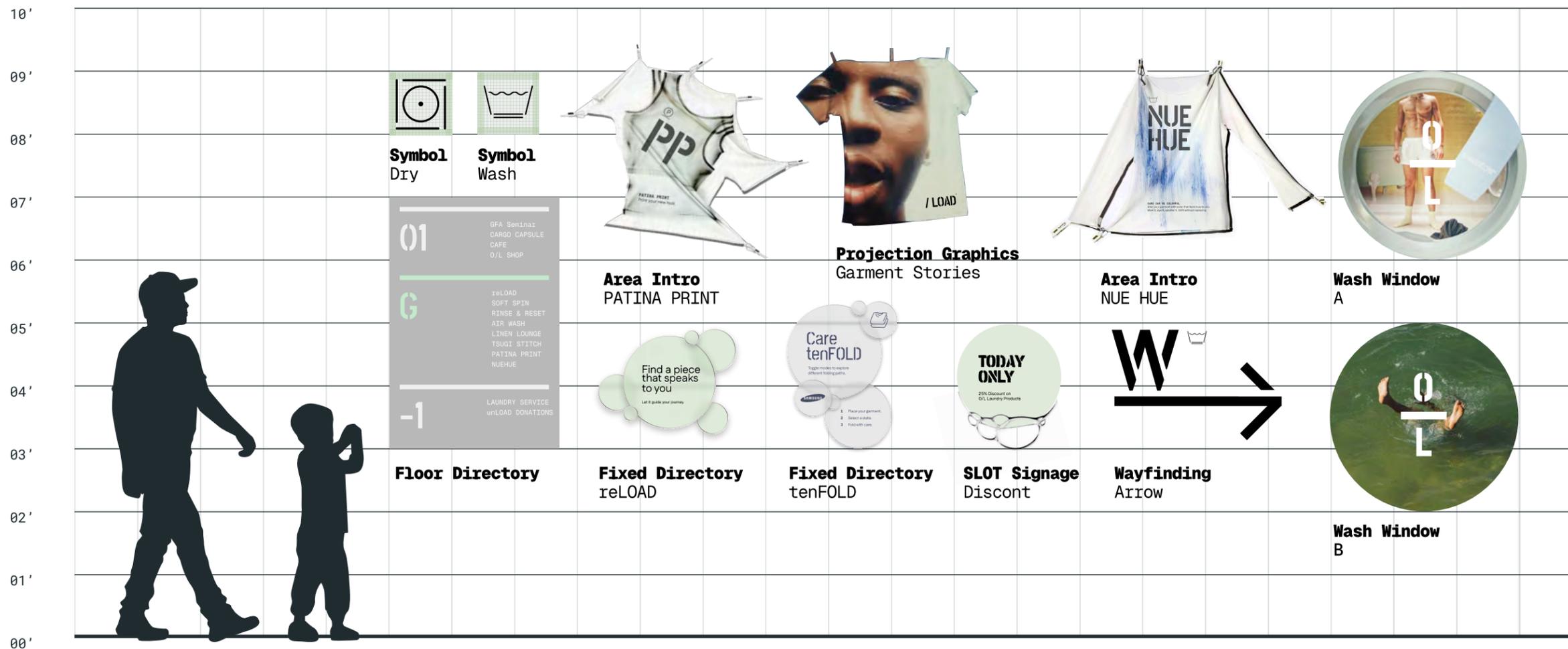
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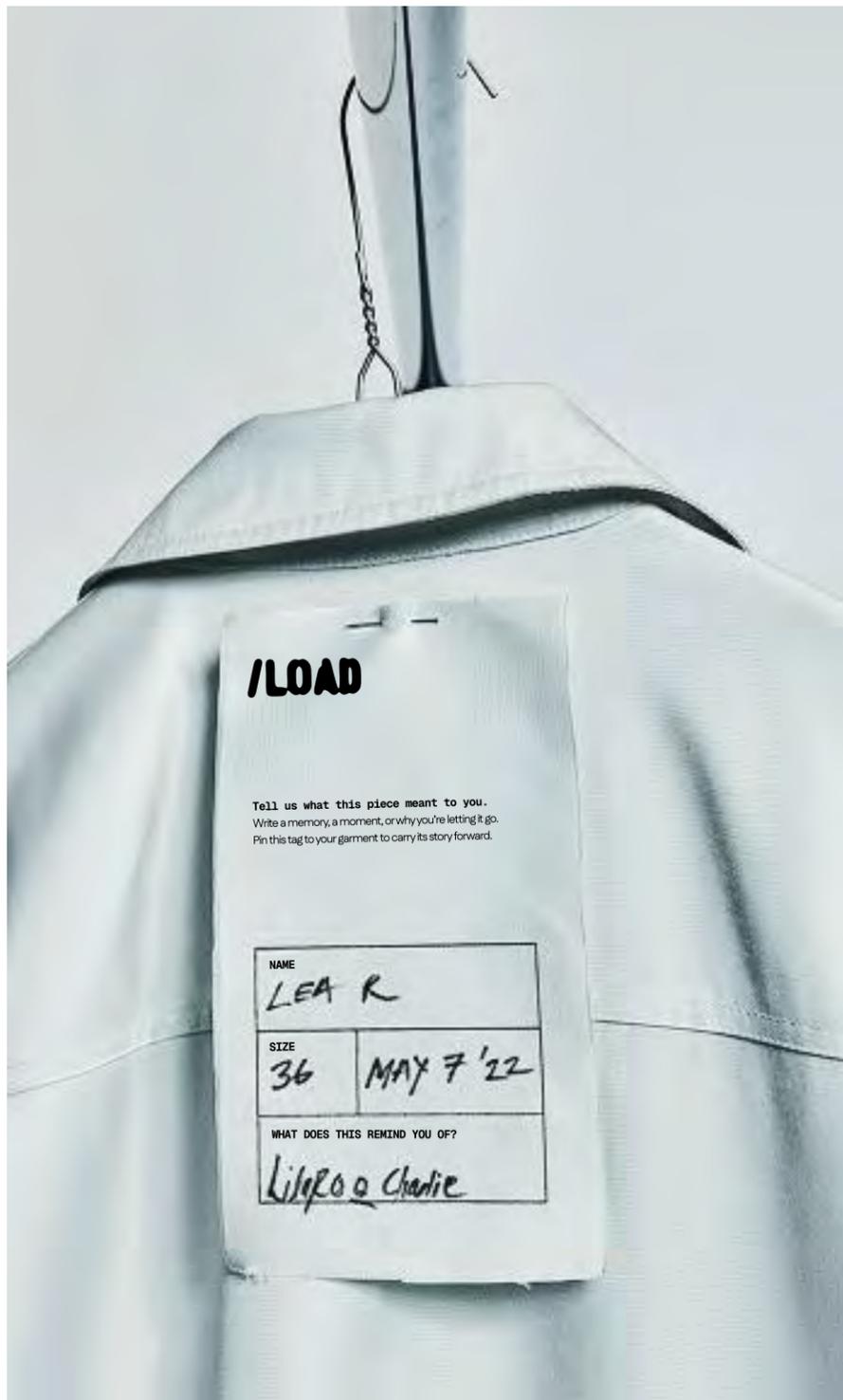
GRAPHIC HIERARCHY

DRAWING NO :

EX.04.11



/ ARTIFACT LABELS



1

GARMENT STORY TAG for Donated Items

A soft, personal label pinned to visitor-donated pieces, inviting them to share memories, moments, and intentions. Each tag preserves emotional value and strengthens the connection between garment, owner, and its next life.



2

ARTIFACT POP TAG for Fabric Artifacts

A durable, wabi-sabi metal clothing tag used for displayed items. Etched details highlight age, patina, and process, honoring care as a form of longevity rather than waste.



3

GLOBAL TRANSIT LABEL for Global Artifacts

A shipping-inspired label for globally sourced artifacts, revealing the long, unseen journey of discarded garments. This style is designed to expose the logistical reality of overproduction and the environmental weight transported across borders.

PROJECT : OVER/LOAD

/LOAD

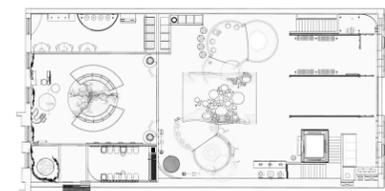
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DRAWING NAME :
ARTIFACT LABELS

DRAWING NO :
EX.04.12

/ COLLATERAL

1. UNIFORM para PATINA PRINTER
2. LAUNDRY BACKPACK

3. CARBON SOAP
4. GARMENT BAG
5. WOOL DRYER BALLS



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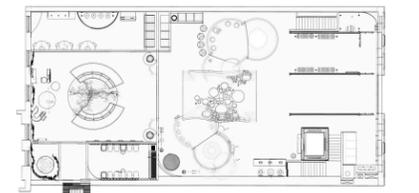
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DRAWING NAME :
COLLATERAL

DRAWING NO :
EX.04.13

/ COLLATERAL CONT.

FASHION GUMBALL

A futuristic gumball-style machine dispenses unique digital fashion looks as stickers or codes that can be applied as an AR or social media filter. Visitors receive a "fashion gumball," unlocking exclusive virtual outfits or accessories to personalize their digital presence.



DIGITAL FASHION

This playful and innovative approach bridges physical and digital fashion, encouraging engagement while promoting sustainability through virtual styling. It's a modern take on self-expression, offering a guilt-free way to explore fashion without physical waste.



PROJECT : OVER/LOAD

/LOAD

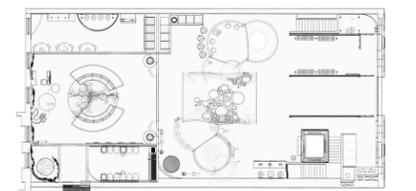
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DESIGNED BY :
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DRAWING NAME :
COLLATERAL CONT.

DRAWING NO :
EX.04.14

/ COLLATERAL CONT.

The 100-Day Challenge would be a powerful digital initiative for OVER/LOAD Laundry because it engages audiences in a sustained, interactive journey.

Opportunity to call upon infamous fashion brands to demonstrate how to style and care for your pieces.



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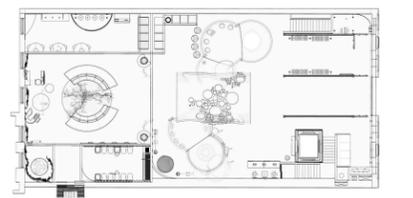
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DRAWING NAME :
COLLATERAL CONT.

DRAWING NO :
EX.04.15

/ COLLATERAL CONT.

Hanging a clothesline between NYC buildings creates a bold visual statement, symbolizing the airing of fashion's "dirty laundry." It grabs attention, sparks conversation, and engages passersby in the event's message.

The installation is highly photogenic, driving social media buzz and amplifying awareness. It also connects directly to sustainable fashion by showcasing upcycled or worn items, turning the city skyline into an impactful, cost-effective marketing tool.



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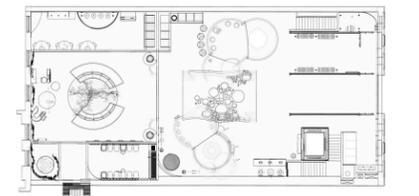
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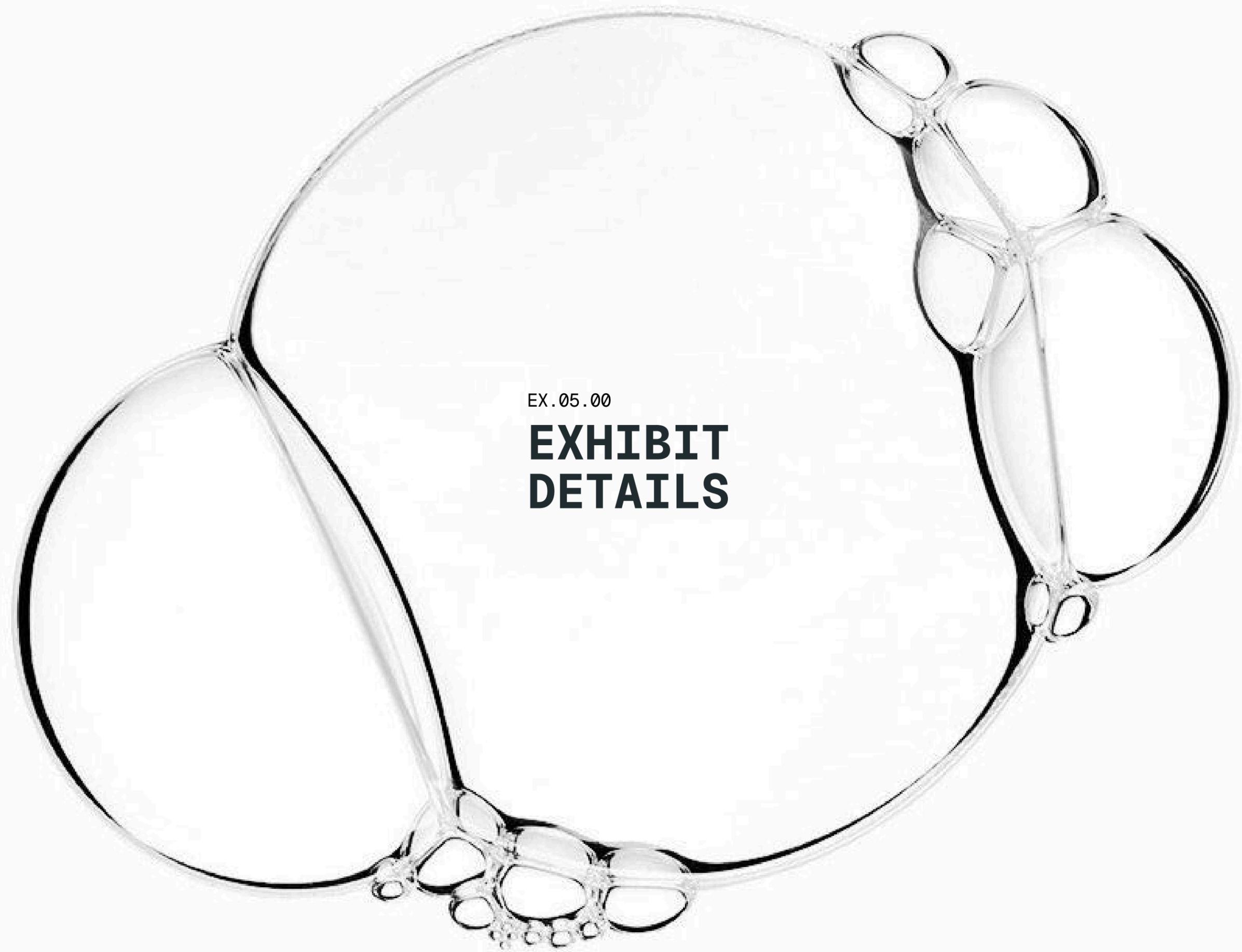
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DESIGNED BY :
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DRAWING NAME :
COLLATERAL CONT.

DRAWING NO :
EX.04.16



EX.05.00

**EXHIBIT
DETAILS**

/ TYPICAL ASSEMBLY: /CYCLE MIRROR

PROJECT : OVER/LOAD

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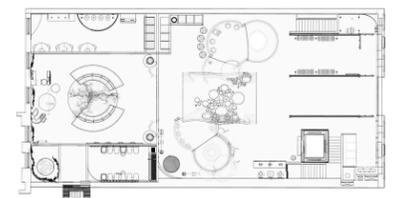
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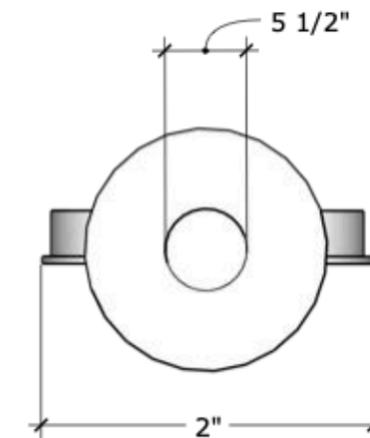
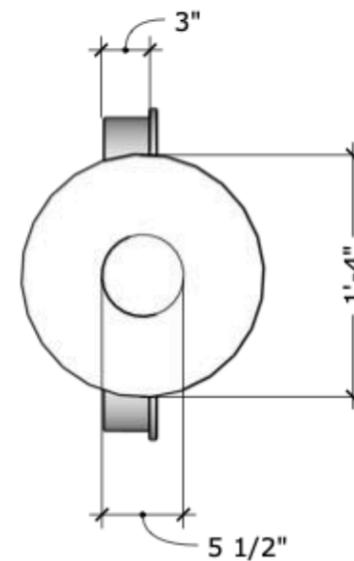
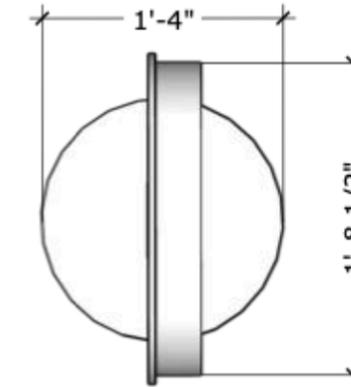
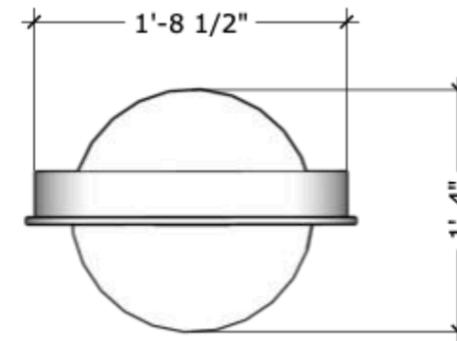
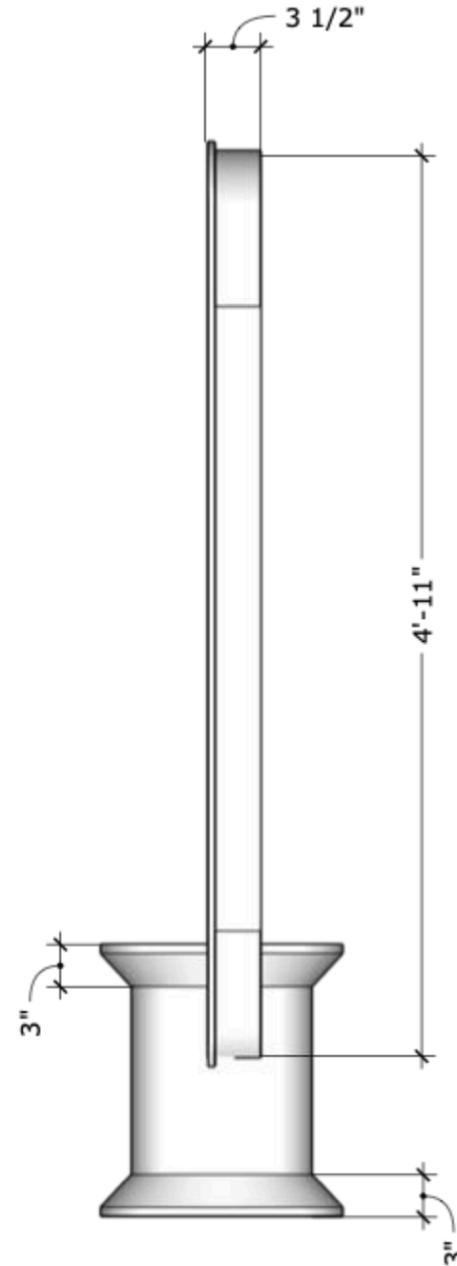
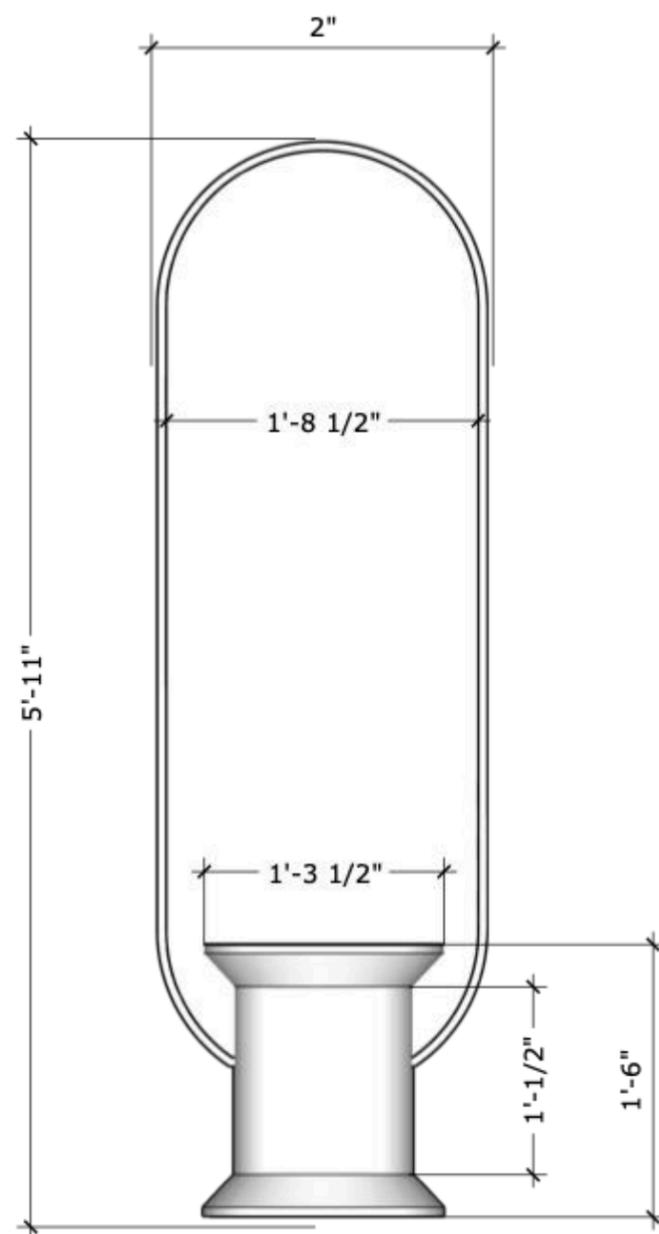
DATE :
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STATUS :
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DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
TYPICAL ASSEMBLY: /CYCLE MIRROR

DRAWING NO :
EX.05.01



1 TYPICAL /CYCLE MIRROR
1" = 1'-0" (1:12)

GRAPHIC ELEVATION: KANTA/LOAD

PROJECT : OVER/LOAD

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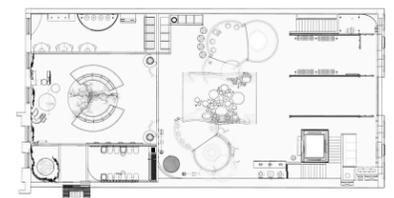
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GROUND



SCALE :
AS NOTED

DATE :
08 DEC 2025

STATUS :
100 % DD

DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
GRAPHIC ELEVATION: KANTA/LOAD

DRAWING NO :

EX . 05 . 02



1 GRAPHIC ELEVATION KANTA/LOAD
3/8" = 1'-0" (1:32)

2 GRAPHIC ELEVATION KANTA/LOAD
3/8" = 1'-0" (1:32)

/ GRAPHIC ELEVATION: KANTA/LOAD cont.

A high-resolution floor print showing the textile-polluted shores of Jamestown Beach in Ghana, giving visitors a direct view of the global waste created by fast fashion.

Visitors step onto an unfiltered view of secondhand waste as it accumulates along the waterline, grounding the exhibit in the global impact of overconsumption and the long journey discarded garments take after they leave our closets.



01A.GR08



PROJECT : OVER/LOAD

/LOAD

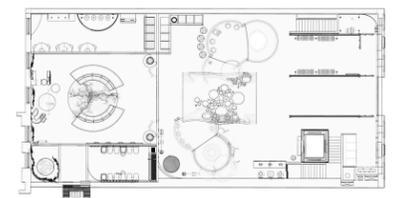
LOCATION :
126-128 E 13TH ST
NEW YORK, NY 10003

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DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
GRAPHIC ELEVATION: KANTA/LOAD CONT.

DRAWING NO :

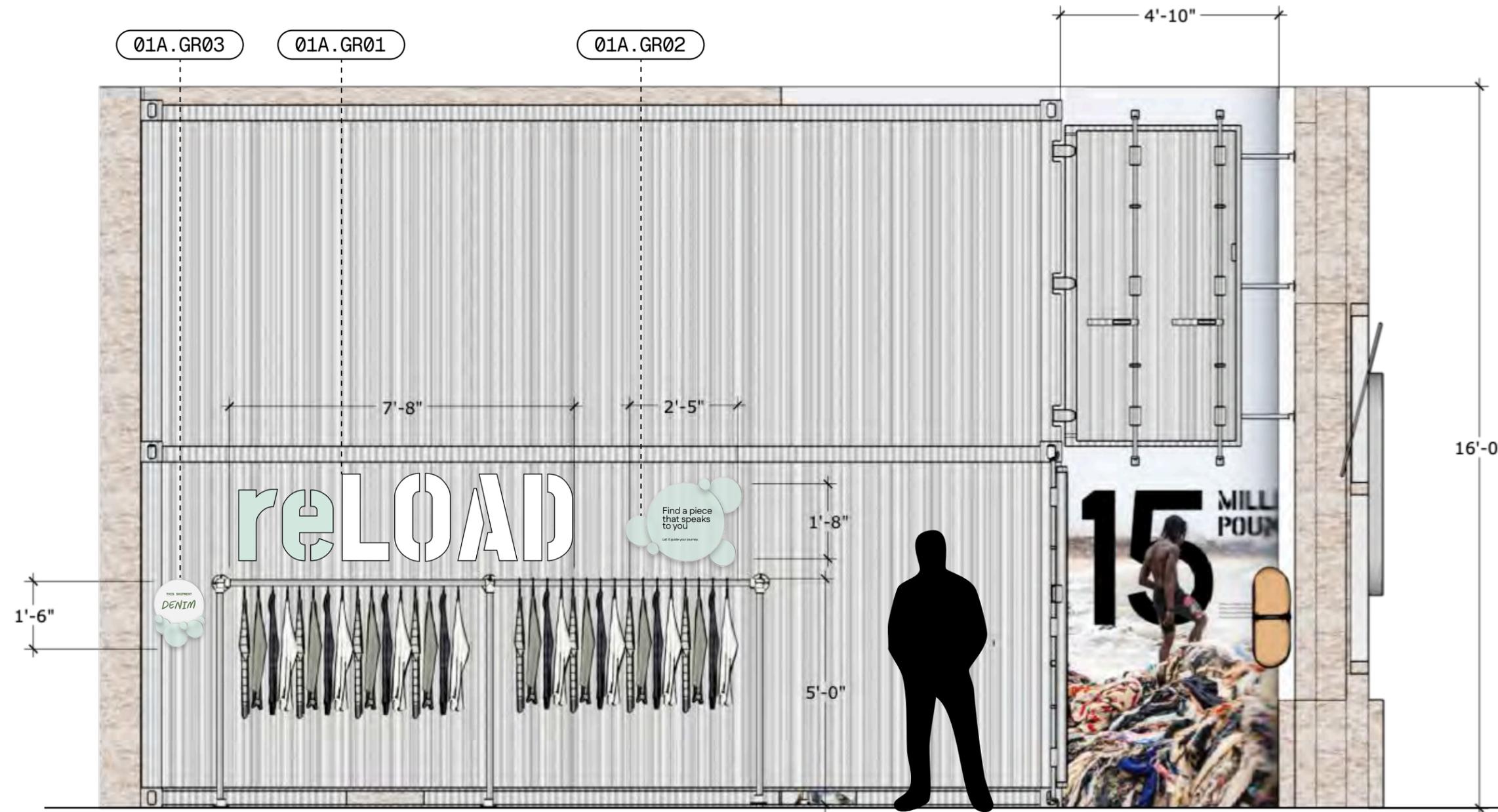
EX.05.03

3

GRAPHIC ELEVATION KANTA/LOAD

1/2" = 1'-0" (1:24)

GRAPHIC ELEVATION: reLOAD



PROJECT : OVER/LOAD

/LOAD

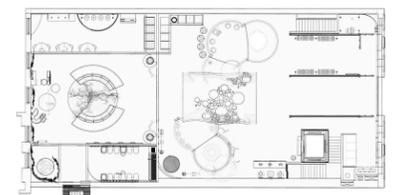
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SCALE :
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DATE :
08 DEC 2025

STATUS :
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DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
GRAPHIC ELEVATION: RELOAD

DRAWING NO :
EX.05.04

1 GRAPHIC ELEVATION reLOAD
1/2" = 1'-0" (1:24)

/ GRAPHIC ELEVATION: PATINA PRINT

PROJECT : OVER/LOAD

/LOAD

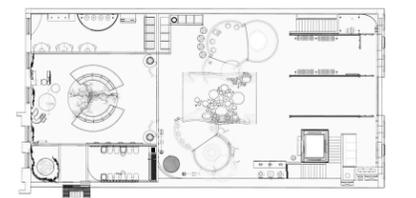
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KEY PLAN :
GROUND



SCALE :
AS NOTED

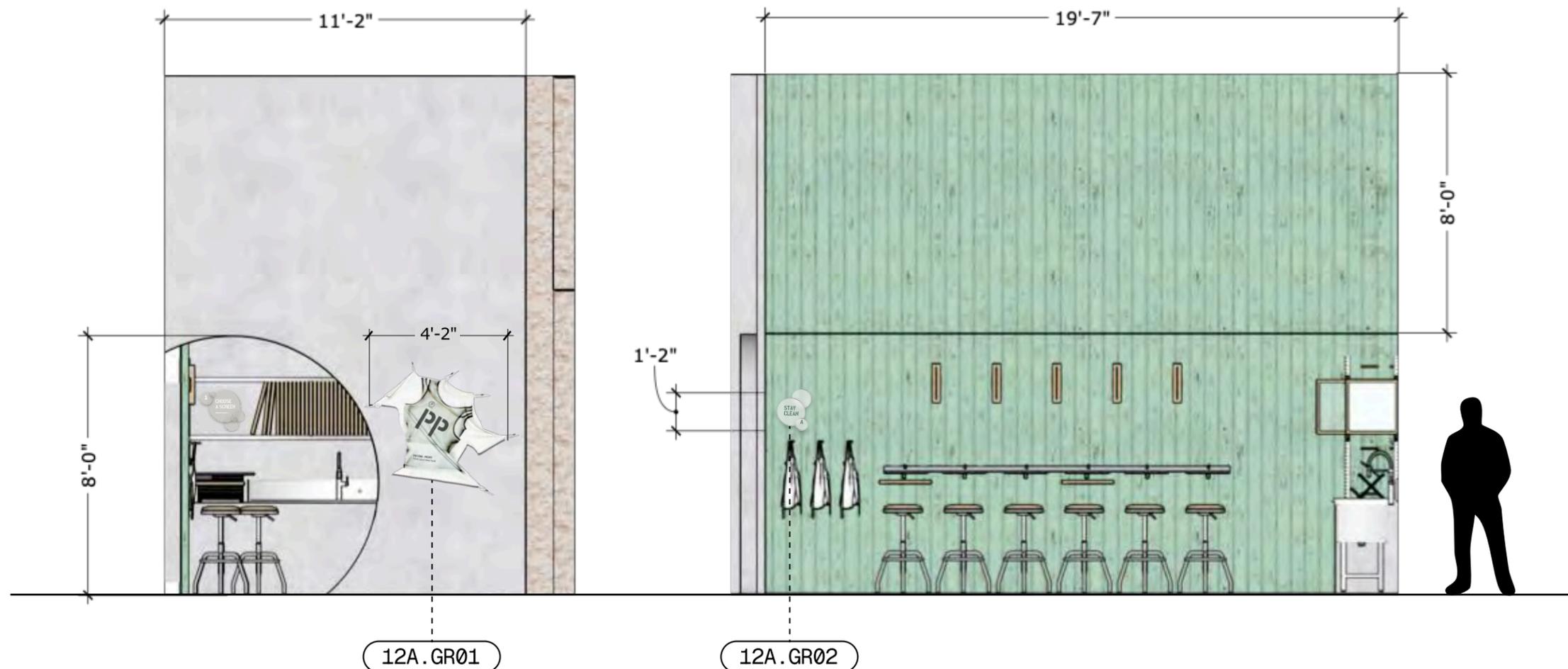
DATE :
08 DEC 2025

STATUS :
100 % DD

DESIGNED BY :
GIANELLE LEGER

DRAWING NAME :
GRAPHIC ELEVATION: PATINA PRINT

DRAWING NO :
EX.05.05



1 GRAPHIC ELEVATION Patina Print
3/8" = 1'-0" (1:32)

2 GRAPHIC ELEVATION Patina Print
3/8" = 1'-0" (1:32)

GRAPHIC ELEVATION: PATINA PRINT cont.

PROJECT : OVER/LOAD

/LOAD

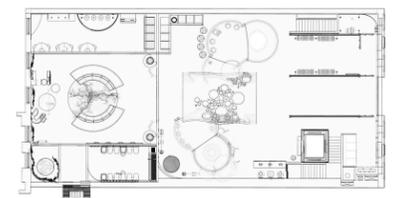
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SCALE :
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DRAWING NAME :
GRAPHIC ELEVATION: PATINA PRINT CONT.

DRAWING NO :
EX.05.06



3 GRAPHIC ELEVATION Patina Print
3/8" = 1'-0" (1:32)

4 GRAPHIC ELEVATION Patina Print
3/8" = 1'-0" (1:32)



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SHIP TO: Gianelle LEGER
Designer & Art Director
BX, Nueva York 10456



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